

PRINTERS' INK

A JOURNAL FOR ADVERTISERS
12 West 31st Street, New York City

VOL. LXXIX

NEW YORK, APRIL 25, 1912

No. 4



When a man is ill there are many kinds of medication in which he might indulge, but a competent physician knows and understands all of these various remedies and after considering the condition of his patient prescribes the treatment best suited to the case.

When a man considers advertising he will find many excellent mediums awaiting his use and the special interests of each are promoted by a corps of able salesmen ready with proof that its particular method and plan is the one best suited to the prospective advertiser's needs. Right here a good advertising agency justifies its existence by its knowledge of all the special claims made and its capacity to advise its client what to do and what not to do.

There are few, if any, representatives of individual publications who are in a position to make intelligent comparisons between their own and other media.

Some folks think that the chapter on "The Advertising Agency" in our new book, "The Ayer Idea in Advertising," is going to do a lot for the general agency business.

Philadelphia

New York

Boston

Chicago

Cleveland

"There are No Country People Nowadays"

It was a big department store buyer who made the statement.

He was talking of how, once in a dog's age, a train load would come to town.

Then the stores got out all the dead stock they had and marked it "Special." And the "farmers" fought for it and often grabbed and held a piece of goods till some clerk could wait on them.

"But those times are passed," said this buyer. "There are no country people nowadays. What with trolleys and autos, the farmers know the stores as well as the city people. They no longer buy truck. They want the best there is—Wilton rugs instead of ingrain or rags; six-dollar shoes instead of clodhoppers; two-dollar shirts instead of dickies.

"They form half of our trade and the best half at that."

Do you want the farm trade?

Do you want the interest of the live small city dealer?

Do you want to "wake up" the jobber?

Standard Farm Paper advertising will help you.

Let the dealer know you are reaching the farmer and you let him know you are influencing his *best* customers.

It's the trade he is willing to hustle for. It's the trade that forms the backbone of the live stores in cities of twenty thousand and under.

And it's the only trade you can go after "piecemeal."

The nature of farming makes the standard paper selective. It appeals to a given State or class.

You can cover one State at a time if you like, working along as your profits warrant, until finally you are creating a national demand.

But, mark this, by the State-to-State method you will then have national distribution to take care of the demand.

Ask for instances.



THE MARK OF QUALITY

Standard Farm Papers

are	Indiana Farmer
Farm	Home and Farm, Louisville
Papers	Town and Country Journal, San Francisco, Cal.
of	The Farmer, St. Paul
Known	Oklahoma Farm Journal
Value	The Ohio Farmer
	The Michigan Farmer
	The Breeder's Gazette
	Hoard's Dairyman
	Wallaces' Farmer
	Kansas Farmer
	Wisconsin Agriculturist

Wallace C. Richardson, Inc.,
Eastern Representatives,
41 Park Row, New York City.

George W. Herbert, Inc.,
Western Representatives,
First National Bank Bldg.,
Chicago.

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A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXIX

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ONE LESSON TO BE DRAWN FROM THE TITANIC DISASTER

The terrible tragedy of the *Titanic* was due *primarily* to a false conception of advertising. What was it that drove this steamship at a dangerous pace through a dangerous zone except the desire to secure the usual free publicity in the press?

If the *Titanic* had come in with a new record, the newspapers would have given the White Star line thousands of dollars' worth of valuable advertising free of cost. Such was the stake that deprived 1,595 human beings of their lives. The entire steamship with its squash and tennis courts, its swimming tank and palm garden was unquestionably planned with an eye to the publicity that would result. The steamship company well knew that these and other features would receive pages of gratuitous advertising in the newspapers of the country.

The American Newspaper Publishers' Association meets this week in New York. The convention takes place right when public opinion is inflamed over the international catastrophe. It is the membership of this association that would have been victimized if the plans of the *Titanic's* owners had proven successful. These papers would good-naturedly have donated front-page "news" dispatches and Sunday supplement "specials" to free advertising for a rich corporation.

If there had been no prospect for free advertising, if newspapers stood on their undoubted rights by refusing to recognize press-agent stunts as news, the White Star line would never have taken such awful chances.

This is not the first time that human life has been the price of this wickedly wrong idea of advertising. How many lives have been lost in automobile races? How long would such races exist if the newspapers refused to donate space to them and referred the manufacturers to the regular, paid-for advertising columns?

There is a time when good nature ceases to be a virtue. That time is now. The newspapers have the opportunity at their annual convention of ruling rigidly on the question of

"What Is News?" By so doing, they will not only be serving their own interests but they will perform a great public duty.

We hear that the airship manufacturers, with far greater wisdom than the steamship owners and the automobile people, have voted to discourage spectacular performances planned for the purpose of securing free advertising. We hope it is true and that this industry, when it wants advertising, will adopt the only honest and honorable method by going to the business counter and buying what it wants at the market price.

The Hamburg-American line, two years ago, was sending out its steamships with many empty cabins. Single sailings represented sums, in the form of unoccupied berths, of as high as \$116,000. Did they try to make up the deficit by sending a press-agent up the back stairs of the newspaper offices? No, they employed a real advertising manager, and doubled their appropriation for paid space.

Good copy, strong layouts and honest work, all along the line, have resulted in their carrying their full capacity. On their last round-the-world cruise 200 people were turned away because the ship was filled.

Under the stimulus of advertising that is advertising, the Hamburg-American's various cruises are frequently oversold, with the single exception of those to South America—and we have faith to believe that a sound advertising policy is bound to remedy even that in time.

For five years PRINTERS' INK has been inveighing against the evils of press agency. We never expected to have to print the moral with such a colossal catastrophe as that of the *Titanic*. No doubt the big, brainy men who control the policies of the American press will seize the present opportunity to shut down flatly and finally on this whole wretched business.

Tell us "What Is News" and then see that your editors carry out your policies.

Advertising in the advertising columns and nowhere else.

PRUDDEN ADVERTISING MAN- AGER OF "TRIBUNE"

Harry J. Prudden has been appointed advertising manager of the New York *Tribune* and will assume his duties on May 1. Mr. Prudden is well-known among advertising men as head of the rate department of the Lesan Advertising Agency, New York, a position he has held for about a year. He was before that in charge of the rate department of Frank Seaman, Inc. Few men have a wider acquaintance in the advertising business and number so many friends.

As a space buyer for some of the largest advertisers in the country Mr. Prudden has had an opportunity of knowing the kind of information advertisers and agents want from a pub-

lisher and he will make a point of furnishing just such data on behalf of the *Tribune*.

Conde Hamlin, business manager of the *Tribune*, also announces that E. J. Carr, formerly of the staff of the *Sun* has joined the advertising staff of the *Tribune*. Percy Cricker, also formerly of the *Sun* recently joined the *Tribune* staff to direct the book advertising.

Ogden Reid recently became managing editor.

PHINNEY TO SIX POINTERS

Joseph Hamlin Phinney, advertising manager of Weingarten Brothers, corset manufacturers, was the speaker before the Six Point League, New York, at its dinner on the 16th. His subject was "Newspaper Advertising and the Part It Plays in the Distribution of Goods."

Pre-eminent +

For 40 odd years The Delineator has been recognized as absolutely pre-eminent on *all* matters pertaining to Fashion

CLAUDIA QUIGLEY MURPHY

Consultant In Home Economics

62 Montague Street

Brooklyn, N. Y.

Mr. Robert Frothingham
Butterick Building
New York

March 5th, 1912

Dear Mr. Frothingham—

Your letter of the 9th of February, asking me to look at the March issue of "The Delineator," has been on my mind for several days. I did not receive the March issue until last week and so it was not possible for me to write you and tell you "that it is the most beautiful issue of any Magazine ever published." I think it goes further than being beautiful, because I believe I would prefer to say that it is the most useful and let it go at that, for the greater includes the lesser, and I believe that the public has been surfeited with beautiful publications.

This reminds me of an incident some years ago. Once upon a time I had the poultry fever and I attended a number of poultry shows and every show that I went to I met a white Wyandotte hen. She was valued very highly because of her charm. I noted the blue ribbons above her pen and instantly said to the owner that she must be very profitable, and he said, "Yes she was," and she won lots of prizes. I said I was not considering prizes but the value of the eggs that she might lay and then he looked at me and said she never laid any eggs, and there you are.

Now there are lots of us that get prizes on our looks, but we don't seem to be very efficient, and that is why I say "The Delineator" for March was the most useful magazine that I had ever seen.

Yours cordially,

(Signed) Claudia Q. Murphy

But—

Because *that* is undisputed, don't get the idea into your head for a single second that The Delineator stops *there*. Study its columns yourself and instantly dispel any such illusion.

This letter from one well qualified to speak with the voice of authority calls the March number of The Delineator the *most useful* magazine she had ever seen.

Yes, she calls it beautiful and other things as well. But that word *useful* most interests us.

And had she been writing about The Designer or The Woman's Magazine, the very same things could have been said.

But that, as Kipling says, "is another story." Wouldn't you like to hear it?

E. G. PRATT,
New England Manager,
149 Tremont St., Boston.

F. H. RALSTEN,
Western Manager,
1st Nat. Bank Bldg., Chicago.

Robert Frothingham

Advertising Manager
New York City

PATENT BILLS WHICH THREATEN PRICE MAINTENANCE.

PARTICULAR SIGNIFICANCE IN THE FACT THAT THE NEW LAW IS AN ADMINISTRATIVE MEASURE, SUPPORTED BY THE COMMISSIONER OF PATENTS—IT IS INTENDED TO PREVENT ANY FIXING OF THE PRICE AFTER A PRODUCT LEAVES THE MANUFACTURER'S HANDS—THE HOLDER OF A PATENT MUST MANUFACTURE AND MARKET GOODS UNDER IT, OR ALLOW OTHERS TO DO SO—MAY REVOLUTIONIZE THE WHOLE SYSTEM OF DISTRIBUTION

By Waldon Fawcett.

The whole principle of compulsory price maintenance through patent rights is put in jeopardy by proposed legislation now before the Congress of the United States. Just as the manufacturers who are anxious to enforce fixed selling prices for their products were congratulating themselves that their position had been strengthened by the recent decision of the United States Supreme Court in the mimeograph case, they have been confronted by a movement to revise and amend our patent laws that will not only nullify the effect of the mimeograph case decision, but will go much farther. Indeed it will so abridge the privileges of holders of patents that the whole system of distribution and sales in many lines will be revolutionized.

It is suspected that only a small proportion of the manufacturers and others interested realize the significance of two bills, of like purport, which have recently been introduced in the United States Senate and House of Representatives, respectively. However, the business world is likely soon to be enlightened on the subject through the medium of public hearings on these bills which have been inaugurated at Washington.

As is the customary procedure, the bills, when introduced, were referred to the Committee on Pat-

ents of the two Houses of Congress, and these committees, as a prelude to reporting the bills favorably or adversely to the legislative bodies, are conducting hearings at which all interested parties may appear or be represented by counsel. These hearings are likely to occupy several weeks, and so rapidly is interest growing that they may extend to a couple of months. Parenthetically, it may be added that if they are thus prolonged there will be little chance of bringing the measures to a vote in Congress at this session.

As PRINTERS' INK's readers are doubtless aware, a greater or less number of bills are introduced at every session of Congress, by this lawmaker or that, proposing changes in our existing patent system. However, the present proposition is not to be confounded with these. On the contrary, it derives its exceptional interest and significance from the circumstance that it is a governmental measure—or, perhaps, it might be designated an administration measure. As such it represents the ideas of the Federal officials having jurisdiction in the matter of patents rather than the individual theories of any Congressman. This is why manufacturers have enlisted the services of the ablest patent attorneys in the country to go to the capital and oppose the bills with all their power.

The proposed new Patent Law introduced in the Senate by Senator Brown, Chairman of the Committee on Patents (and referred to his committee), was drafted by Edward B. Moore, United States Commissioner of Patents, in co-operation with Senator Brown, and accordingly embodies the ideas of the head of the United States Patent Office. The bill introduced in the House by Mr. Oldfield, Chairman of the House Committee on Patents (and in like manner referred to his committee) is a virtual duplicate of the Senate bill except in some minor particulars, and was framed after consultation with the executive head of the Patent Office. And just here it may be

Few Farmers Will Buy Goods If Their Wives Object!

Moral: Convince the wives

On the average farm the women folks' influence carries a great deal of weight.

They not only buy most of the clothing for the family and the supplies for the house, but they are consulted about every purchase of importance for the farm itself. Usually theirs is the deciding vote on the purchase of a cream separator, a manure spreader, an engine, an automobile or any other important farm machine.

Consequently your advertising to farmers is not complete unless it reaches their wives also.

More than half a million farmers' wives subscribe for

THE FARMER'S WIFE **THE ONLY FARM JOURNAL FOR WOMEN**

The Farmer's Wife is not only a good medium for the advertising of articles used by women—it is a good medium for the advertising of *any article used on a farm*, for farm women are interested in everything that is important on a farm.

The Farmer's Wife is published solely for farm women, and it has the entire confidence of its subscribers. Its circulation is all to subscribers, who pay cash in advance without premiums or other inducements aside from the merits of the magazine.

Forms for the June issue of The Farmer's Wife close May 12th to May 18th.

Rates and full particulars on application.

THE FARMER'S WIFE

St. Paul, Minnesota

WEBB PUBLISHING COMPANY, PUBLISHERS

Chicago Office, New York Office
G. W. Herbert, Inc., Mgr., Wallace C. Richardson, Inc., Mgr.,
600 First National Bank Bldg. 41 Park Row.

Total circulation for May 550,000

added that whereas this proposed new legislation is popularly supposed to be wholly an outgrowth of the decision in the mimeograph case, in reality this revision of the Patent Laws was being planned two months before that decision was given.

In order to get a comprehensive statement that he who runs may read, I asked Commissioner Moore—as the inspiration of the new measure—to summarize in condensed form, for PRINTERS' INK, the gist of the advocated law and to tell how it will change the status of disciples of a one-price policy. Said he in reply: "First of all, the new bill will prevent any inventor or corporation from fixing the price at which any article must be sold after it leaves their hands. Secondly, it will prevent any firm or individual from buying up patents and holding them, inactive, merely to prevent them from falling into the hands of competitors. Thirdly, the new law will prevent manufacturers from making, as heretofore, ingenious use of the license system in order to control inventions upon which the basic patents have expired."

There you have it in a nutshell, and it is certainly radical enough to cause any maker or marketer of patented articles to sit up and take notice. It means, primarily, that a manufacturer may sell his products in the first instance at any price the law of supply and demand will permit, but once the commodities are out of his hands he will have no further say in the matter, and he will be powerless to enforce price stipulations, no matter whether the person concerned be an accredited agent, jobber, retailer, auctioneer, or merely an ultimate consumer who wishes to sell something second-hand.

The new scheme for compelling the use of patents and designed to prevent the bottling up of patents by interests that have a virtual or partial monopoly in any given field is decidedly ingenious and is believed by its authors to contain no loopholes. It consists of a section of the proposed new

law which stipulates that if at any time during the term of a patent (seventeen years) except the first four years the patented invention shall not be manufactured or the patented process carried on in the United States to an adequate extent by the owner thereof or those authorized by him then any person demanding it may be entitled to a license from the owner of the patent to manufacture the invention.

If after the four years of grace the owner of an unused patent refuses such a license to an applicant the person seeking the license may apply to the district court to compel the granting of a license. It amounts to this, then, that if the owner of a patent were able to keep its existence a dark secret, which, of course, he is not, owing to the official publication of all patents issued, or if, by rare chance, no person happens to want to make his invention he may go on to the end of the chapter in undisturbed possession of his idle patent, but if his precious rights are coveted by any outsider he must either manufacture the patented article himself or else allow the outsider this privilege. And if the two interests cannot agree as to terms,—which might be anticipated under such circumstances,—*the same court which issued the order requiring the granting of the license would have authority to fix terms as to the duration of the license, the amount of royalties, the security for payment, etc.*

THE BURYING OF PATENTS

In this connection and in view of the criticism launched from time to time against such corporations as the United Shoe Machinery Company, the General Electric Company, and the International Harvester Company, I asked Commissioner Moore whether he believed, as the result of his unusual opportunities for observation, that the progress of industry was really handicapped to any extent by the "burying" of patents that would yield products superior to those now on the market. He replied that he was thor-

More than 400,000 women
readers of

NEEDLECRAFT

await your advertising

Readers of this great needlework magazine live in the small towns and country where the big department stores are unknown, yet they are just as appreciative of good merchandise as those women living in the cities.

Subscribers consider "Needlecraft" as their department store on paper, and will appreciate your decision to become a department manager by placing advertising copy in this magazine.

Your merchandise will be displayed before the more progressive class in each of these small communities throughout the country—women who have the cash and who are *known* buyers through the influence of advertising.

Advertising forms close promptly on the 30th of the second month preceding month of issue.

The Vickery & Hill Publishing Co.

30 N. Dearborn Street
CHICAGO

Flat Iron Building
NEW YORK

oughly convinced that this evil existed, and to a degree little appreciated by the general public. His contention is that many a firm has, locked away in its safes, patents that would materially serve the public interest by improving the quality or cheapening the cost of the products involved, but that this boon is denied simply because these firms consider only present profits,—with plants attuned to the production of present models they will not throw out existing equipment unless there is the best of evidence that the application of the new patents would enable greater sales or higher prices as well as the sentimental gain through greater satisfaction on the part of the purchasing public.

The Commissioner of Patents is pretty sanguine of the passage of this new law, and he is confident that he has in this legislation a most powerful weapon for use against the trusts and all combinations in restraint of trade. Asked as to the expected effect of the new law, he admitted that it might play hob with the calculations of some manufacturers, but added: "There is no question in my mind but what it will be a long step forward in the interest of the general public, and we must, of course, in a case like this, consider the greatest good for the greatest number. I look for it to stimulate competition in many lines that are now monopolistic, and I am sure that as a result of it you will see new factories springing up in all parts of the country. I have not the slightest doubt that it will, in many fields, bring about an era of lower prices for the ultimate consumers, and similarly it is going to make quality the gauge of success to a greater extent than ever before. With present restrictions removed a manufacturer will have to produce the best goods to hold his market instead of relying, as many do at present, upon conditions which enable them to bar out competition, and thus find a sale for whatever they offer, be it good, bad or indifferent."

Continuing, Mr. Moore said:

"To my mind one of the best features of the new law is that it will prevent a manufacturer mortgaging the future of his products through the license system. I never have been able to see that it injures the interests of the manufacturers of the Bissell carpet sweeper because a Chicago department store chooses to, for one week in the year, make a leader of a \$3 carpet sweeper at \$1.50, charging up the loss to advertising. And under the new law we should have no more such spectacles as recently came under my notice when a small retail dealer whose place of business had been damaged by fire attempted to sell at a reduced price a few talking machine records which had been damaged by water. He did not attempt to sell them as new records, but explained, to customers that they were damaged. Yet the company that manufactured those records came down upon him as a contributory infringer, which they can do under our present law. They apparently were not willing to have that man save a little something out of the wreck, but evidently wanted him to sustain a complete loss on his damaged goods."

DEPRIVE INVENTORS OF QUICK MARKET

In answer to an inquiry Commissioner Moore said: "I realize that by rendering it not worth while for a monopolistic firm to buy up all the patents and improvements in its field the new law may deprive some inventors of a quick market for their ideas. They may have to wait a little longer in future to get their monetary reward, but I believe that the returns will be just as greater or greater in the end. I would not be surprised either if this new law curtailed the practice on the part of many firms of maintaining staffs of inventors on salary to devote themselves exclusively to the interests of their employers."

Mr. Moore pointed out that nearly all the leading foreign countries already have on their

Chronicles of New England

Boston, April 25, 1912

By W. E. BOWEN

Whose Trademark?

The "Man with the Trade Mark" holds trumps!

There are jobbers who do not make a stitch of goods, yet own trade marks behind which years of good merchandising have built great reputations. Such a jobber attaches his trade mark to a line made to-day by one manufacturer, to-morrow by another. The shoe or the shirt, the hat or the handkerchief, may be ever so good; it is marketed under *the other man's* flag. Next year Smith, by quoting a cent less per pair, or per dozen, or per gross, will get the contract to make the goods that Jones is making now. Tough on Jones!

And, likewise, the retailer cries, "Me, too!" and must have his name on the facing, or the

label, and the maker's name left off.

Well, well! Why not YOU own a trade mark?

Not long ago a Providence manufacturer said to me, in effect: "When times are slack, the concerns whose goods have been consistently advertised, and whose brands are thus thoroughly well known to the trade and the public, feel the depression in business least."

Well-sustained brand advertising is a reliable form of insurance against the vicissitudes of business fluctuation. Fire, liability and life insurance are not allowed to lapse in hard times.

Remember the old plantation melody:

"Sister Mary had a golden chain,
On every link the maker's name;
There's NO hiding place down there."

We want to talk with a few manufacturers who would be willing to learn how to say their business soul is their own.



B. B. Humphrey Company

ADVERTISING SERVICE AGENCY

44 Federal Street - - - Boston

statute books laws very similar to the one which is now up for adoption. Indeed in Great Britain the requirements are in some respects far more drastic. For instance, if manufacture is not commenced under a patent within four years of its issuance that patent becomes void. Our new law does not go that far, but merely says that after four years the owner of a patent must not stand in the way of somebody else manufacturing under his patent if he is not willing to do so himself. He will get his royalty and thus profit by his invention whereas in Great Britain he would lose out entirely.

Far-sighted business men predict that an almost certain result of the new Patent Law, should it be passed, would be the abolition by many manufacturers of branch stores and accredited agencies as means of marketing patented products. It is declared that the branch store or exclusive agency system is a pretty expensive proposition, and is only justified when trade can be virtually monopolized. With all price restrictions off, the business would, in many instances, be so cut up that manufacturers could not stand the strain of operating stores where the overhead charges were greater than those of more modest shopkeepers.

Some forecasters figure that a result of the new Patent Law would be to restrict general advertising campaigns by manufacturers and to greatly expand local advertising campaigns by local dealers. Other observers contend that the manufacturers of patented articles who desire to maintain prices will be forced into selling direct to the consumer, and that in consequence general advertising campaigns of greater scope than anything heretofore attempted may be expected. I asked Commissioner Moore whether in his opinion the effect of the new law would be to induce the manufacturer who feared the price-cutter to market only to consumers direct. He said that he had heard that theory advanced, but did not know whether

or not this was a sequel to be expected. He intimated, however, that he thought it altogether likely that manufacturers who have been marking prices on their products would continue this practice as a "bluff" even though shorn of the means of enforcing their demand for adherence to the prices named.

CURTIS BUYS HOME PAT- TERN CO.

The Curtis Publishing Company, of Philadelphia, have purchased the Home Pattern Company, of New York. No announcements have been made as to any changes in the business or advertising department of the latter concern, which at the present time is under the management of Theron McCampbell and Francis L. Wurzburg.

ST. PAUL TOWN CRIERS HOLD HOME PRODUCTS BANQUET

The Town Criers took an impressive way of telling the buyers of St. Paul the variety of goods made in that city when they held their annual Home Products dinner, April 24. Nearly 800 guests were present, many of them women. A dinner of many courses, including thirty-two different articles contributed by thirty-four firms was served, everything produced or bought in St. Paul.

The Elk laundry fortunately gave as its souvenir a laundry bag, and into this the successive rounds of souvenirs were stored. The governor of the state and the mayor, President Elliott, of the Northern Pacific, and other prominent men trudged home with a bulging laundry bag of home-made products.

The programme was unique, and informal, and the souvenirs included articles of food from catsup to noodles and candy to salad dressing.

Among the speakers was Eugene F. Trefz, of Chicago, who commented on the presence of the women and what they could learn about the products of the city, and C. W. Gordon, of Gordon & Ferguson, a large fur house.

Churches should buy display space in the newspapers and use billboards all over town to boost their good work. John Ray Ewers, of Pittsburgh, Pa., said to the National Congress of the Disciples of Christ, which convened at Kansas City April 17.

Service- through our eyes

Those who are properly equipped and rightly disposed
GIVE:

Assistance in studying and analyzing trade conditions—
national, sectional, local.

Broad sales and advertising advice, in order to give the
proper vision of future business difficulties or advantages.

Comprehensive advertising based on the above: the de-
tailed work and the finished campaign.

We claim no monopoly on *brains* nor the *ability* to do
all this; but do know that we have:

An Executive Staff of long experience.

A Copy Department whose work now appearing in the
national magazines, newspapers, billboards, street cars and
booklets is its own best argument.

A Regular Staff of Artists of proved ability in academic
and commercial art.

An efficient Checking and Accounting Force.

A Contract Department with intimate and latest informa-
tion that assures not only the lowest rates for clients, but
a selection of the media best suited to their particular
needs.

With this Equipment we are producing the very high-
est results for our clients among whom are several of
the largest national advertisers in the United States.

We publish a monthly business magazine—"Footprints"
—which may contain trade information and sales and
advertising suggestions helpful to YOUR business. We
shall be glad to send you the current number and suc-
ceeding issues. There is no subscription price and no
advertising is accepted for its columns. Neither does any
solicitation follow "Footprints."



ALLEN ADVERTISING AGENCY

141-145 WEST 36TH STREET

HERALD SQUARE BUILDING

NEW YORK

THE RED BOOK

reaches the home because is



OMAGAZINE

us is editorially wholesome



Eastern Montana and Wyoming

**The Dakotas, Montana and Wyoming
are covered most thoroughly by
one single publication:**

THE DAKOTA FARMER

The Leading Semi-Monthly of the Northwest

THE DAKOTA FARMER is the oldest semi-monthly farm paper in its territory. Established in 1881, for over thirty years it has been the Teacher, Friend and Guide in over 60,000 prosperous farm homes in the Dakotas, Montana and Wyoming.

Edited, managed and printed in Dakota by Dakotans for the farmers of Dakota and adjacent states, THE DAKOTA FARMER has the strongest kind of hold upon its subscribers, for it has always been an important factor in the agricultural development of this section. It has taken the initiative in every new movement for the betterment of agricultural conditions, and has taught its 60,000 subscribers, and is still teaching them every day, how to farm better and to make two dollars today where they used to make but one.

Every advertiser can make the



60,000 Circulation

of THE DAKOTA FARMER a tremendous force in the development of trade. Local dealers, as well as the great constituency of prosperous farm owners, know THE DAKOTA FARMER as they know no other farm paper. It reaches more *farm buyers of advertised goods* than any other publication in its territory. THE DAKOTA FARMER reaches the *greatest* number of farmers who are in a position, financially, to buy whatever they set their hearts on. We can *prove* this.

Address nearest office for a sample copy of THE DAKOTA FARMER; it will convince you as to its advertising and selling value.

The Dakota Farmer, Aberdeen, South Dakota

The Phelps Publishing Company, Representatives

1209 Peoples Gas Bldg. Chicago, Ill. 601 Oneida Bldg. Minneapolis, Minn. 315 Fourth Ave. New York, N. Y. 1-57 Worthington St. Springfield, Mass.

North Dakota and South Dakota

GOOD FORM LETTER PRACTICES AND POLICIES

THE PASSING OF SENSELESS BUNCOMBE THAT PUT READERS IN LIGHT OF FOOLS—WHY THE BIG "I" IS BAD BUSINESS—THE WEAKNESS OF LETTERS THAT SEEK TO "TICKLE" THE READER—ADDRESS BEFORE SPHINX CLUB, NEW YORK, APRIL 9

By Charles R. Wiers,

Chief Correspondent, Larkin Company, Buffalo.

While form letters are a necessity in every office of any importance, it is still true that a goodly percentage of those now in use have all the earmarks of a first-class corpse. An analysis of this unfortunate condition will show that in many cases the men who are responsible for the preparation of our form letters do not know what they are talking about or else they are of the crowd who give birth to an idea at 10:15 with the expectation that it can be put into suitable shape to conquer worlds at 10:30.

A firm in New York City once put so much confidence in an outsider who was receiving \$25,000 a year that they turned the preparation of their form letters over to him, only to have them develop into an absolute failure. The outsider, while not lacking in general ability, was unable to deliver the goods because he was not in close touch with the other man's proposition.

You must live, eat and sleep with a subject before you can write a telling letter about it. That is why the men who are on the job all the time can turn out the result-producing stuff if they will only get down to it. Actual knowledge of an article gained by living with it, mixed with good everyday common sense will work wonders in the production of a live form letter.

A form letter is not an accident; it is a permanent and important factor of modern business life. It should be composed and edited with the utmost care. The features which give a dic-

tated letter character, such as life, warmth, individuality and neatness, should always be conspicuous in a form letter. The genuine form letter then, the one with a message worthy of an audience with a prospective customer, should always be a frank talk instead of a hot air circular or a Fourth of July oration.

Your form letters are nothing more or less than personal representatives and upon the first impression they create largely depends the final results. A "crackerjack" salesman couldn't even get interviews in a tramp's dress. Neither will your form letters reach any destination but the waste basket unless they are distinctly neat and attractive in appearance. Indeed, it may be said that unless they are well nigh perfect in composition and appearance they will be detected clear across the street. Even people in rural communities are so up-to-date nowadays that they can readily distinguish between a form letter and one that has been dictated, particularly when the body of the form is printed in a clear, strong style while the name and address are put in by a machine equipped with antiquated type and ribbons. The supervision over forms sent out should also be very thorough, or else some customer will get a prescription that doesn't apply to his case, while some other worthy individual will have to content himself with a form even though he deserves a warm dictated letter.

There is the growing tendency to encourage personal correspondence, and as a result the firm itself is thrust into the background, while the sales manager, or some other high and mighty individual, receives the bulk of the letters. Maybe this practice is a good one, although the average person who has stopped to analyze it will probably call it questionable. The firm that is worth anything deserves to have its name kept constantly to the front, as in no other way can the respect so necessary for the cementing of a proper understand-

ing on the part of a customer be attained.

For example: I recently read a sales letter, supposedly written by the general manager of a company, in which there appeared these statements: "Simply send your order to me personally," "Now if you wish other samples or information, write to me personally and I will take care of it for you." Now all this has an appealing sound, but it is really buncombe, and the average purchaser knows it, because no general manager, if he is filling his job plus, has time to open the mail and record orders. Then again the purchaser doesn't want to think of a general manager in the light of an office boy, but instead he wants to believe that somewhere behind a big advertised proposition there is a strong personality, thinking and planning ways and means to give increased values, and a greater degree of satisfaction.

Still another illustration bearing on this "I" business may be gained from the following paragraphs taken verbatim from a form letter:

I didn't want to send you a catalogue in the regular way. I wanted to write to you myself and send the catalogue myself. I have heard a great deal about your ability and your honesty, and being the president and manager of this company, I am tempted to make every effort to win your confidence, and get you to send your orders for our pure guaranteed goods, promising you the best treatment it is possible to give to any one.

You see, I am going to make a special, personal effort in your particular case to enlist you as an agent. I am going personally to take care of every order you may send us. I am not going to trust this to any one else. I have made up my mind to use every effort to induce you to give us a trial, and if I once do this I know you will never regret that I took this opportunity to write this letter to you.

There are times when the personal element is all right, but when it is overdone the whole letter resembles a huge joke. Mark you, I do not mean by this that the man who makes the personal pronoun "I" conspicuous never puts it over, because he does. There is a certain percentage of the public that is captured by such stuff, but, never-

theless, the big broad-minded man uses it sparingly. Nobody deserves any credit for a result won by tickling the public fancy with statements that do not mean anything.

One more tickling game that is practiced came to me the other day in the shape of a neatly typewritten letter from a prominent magazine, soliciting my subscription, and with it was a blank form on which somebody had written with a pen, "Special for Mr. Wiers." This "special" business might have made a hit if the regular subscription price had been reduced for my special benefit or if exactly the same letter had not been sent to many others. Moreover, this same dictator also made himself ridiculous by writing this fool expression just below his signature, "Dictated by Mr. H. but signed in his absence." Why is it that men in search of business will proceed on the principle that the other fellow is blind, or hasn't sense enough to study a proposition and the way it is presented before investing his shekels in it?

Perhaps you have had enough on this phase of my subject, but I must give you one more illustration just to afford a glimpse of the supposedly clever "form" man. Listen while I quote three paragraphs out of a four paragraph letter:

Pretty rough when your bookkeeper's wife gets a new lid and your wife is wearing the old one which she trimmed over. She says a few things which are pleasant (?) for you to hear; she doesn't realize that you have, perhaps, one or two of those sixty day boys due at the bank and no money with which to pay even the interest. It took it all to make good the payroll.

It would be pretty nice for you to be able to go into the bank without having to carry a hot water bottle to keep from being frozen by the cashier, and to have the Big Noise smile and call you by your first name, wouldn't it?

Maybe it isn't altogether on account of business being poor that money is scarce; a great deal depends on buying. We can save you enough on your oil alone to buy a new hat for your wife and also pay interest on some of the notes.

How would you like to pay real money to a man for turning out effusions like what has just been quoted? Or reverse the

tables and imagine how you would feel some busy morning if you had to read all this rot in a letter before you found out what the writer had in mind.

When you are making an allowance or any other concession, see to it that your advice concerning it is couched in the most cheerful terms and put in the first paragraph of your letter. After you have complied with the wishes of a customer he naturally feels good and is in a receptive mood to accept favorably what you may care to say by way of explanation or suggestion for the future. I can best emphasize this point by referring to a long letter I received a short time ago in answer to a request that I have nine good razor blades sent me in exchange for nine bad ones; at least I considered them bad because they reminded me of files.

MAKE CONCESSIONS CHEERFULLY

My opinion in the matter, right or wrong, was worthy of much consideration, as is the opinion of the user of any article. The firm in replacing these blades began their letter with a nine line paragraph boasting of their fairness, then they added several more explanatory paragraphs, while in the last paragraph I was informed in one line that nine other blades had been sent to me. You will see that if the replacement advice, in which I was most interested, had appeared in clear-cut terms in the first paragraph of the letter the remainder would not have lost its force.

On this same point let me tell you that it doesn't pay to argue with a customer, as he is the one who keeps your establishment going. Argument with him cannot produce anything but dissatisfaction and antagonism. You cannot get every man to do business as you would do it. If you could there wouldn't be anything attractive in the game of business. So take it for granted that your customer is doing things according to the light given him, and whether he is whimsical in meth-

A Flexible Phrase

"Quality circulation" may mean anything from "poor quality" to "high quality circulation."

Do you like the phrase "paying quality" when you buy circulation?

We do because it's our kind.

THE
LADIES' WORLD
NEW YORK

od or repulsive in personality, extend him the best your time and talents will permit.

If you happen to be dealing with a woman who has many things to say, pleasant or otherwise, let her say them without unfavorable comment from you, as to-morrow she is likely to forget her own sayings, whereas she would not forget something unpleasant from you. If a customer wants his money back, send it to him quickly, and be sure that whatever you say about the refund has no strings attached to it. If you are asked to accommodate a customer in a way entirely foreign to your complicated system, just take care of the customer first and let the system come trailing along afterwards. A washerwoman complained recently to our Philadelphia branch about being short ten bars of laundry soap. The clerk in charge thought he would defend us the best he could by explaining at some length our methods for packing, checking, etc., while the washerwoman patiently listened. After he had finished she said, "Yis, but how about me tin bars of soap?" She wanted soap and not system.

WHEN DOES RESPONSIBILITY END

It's no uncommon thing in all offices to receive complaints about some article or articles shipped a number of years ago. We cannot eliminate delayed complaints because some men were born with the slow habit and will continue to be hitched to it until Gabriel blows his trumpet. The sensible adjuster makes proper allowance for people of such a type, and in adjusting their complaints forgets the delay and deals with the facts. The question of whether one's responsibility towards a sale ends after a term of years should have little if any influence. Indeed, I doubt if there are many men, no matter how gifted, who can tell with any reasonable degree of accuracy as to when responsibility ends. If you were to press me for an opinion I should say that it never ends.

In our business we occasionally get complaints about goods shipped five and six years ago, and sometimes longer. The persons making them are as a rule conscientious in their belief that they have a real grievance entitled to adjustment in accordance with their wishes. They expect us to take them seriously instead of criticising them for not complaining promptly. We believe that the only way to handle such people is to help them, and this we always do, unless their propositions are totally absurd. Only a few days ago we received a complaint from a customer, who said that a set of dishes she bought eight years ago began to "craze" soon after she received them, with the result that she became so disgusted as to desert us in favor of a competitor. We learned of this grievance through a follow-up letter sent out by our advertising department, and immediately proposed to her that she have the set securely packed and returned to us, by freight, when we would gladly exchange it at our expense for another set. She complied with our request and also accompanied the bill of lading with a fifteen dollar order.

The set of dishes upon its return showed that the woman was right. Her reason for delaying the complaint we never found out, although we believe she thought a bunco game had been worked upon her and accordingly dropped us like a hot potato.

On another occasion a woman claimed that she had returned first a rug and then a dress to us without receiving anything in exchange. We wrote her repeated letters to find out when these articles were originally ordered and when and by whom they were returned. Our efforts did not avail anything, but still the woman persisted that she had a case. Finally, we took the ground that where there was so much smoke there must be a little fire, and duplicated both the dress and the rug, only to receive by return mail a twenty-three dollar order.

Results Like This Make Dealers Want Farm Paper Advertising

Publicity advertising in *Orange Judd Farmer* brings tangible results. You wouldn't think it possible to show results from purely publicity advertising, yet *Orange Judd Farmer* can show the effect advertising has on a farmer's mind.

A large western manufacturer of clocks recently received a letter from a jeweler in Michigan reading:

"This morning a farmer came into my store and said: 'What about the little..... clock I have seen advertised?' I said: 'Don't you mean the.....?' The farmer replied: 'That is it; I saw it advertised in my farm paper, the *Orange Judd Farmer*.' Well, I gave him one of my best spiels and sent him home happy with a clock under his arm. I tell you this because I know you are interested in knowing where results come from."

We print this letter (advertiser's name given on request) to show the *personal* note in the spirit of merchandising which actuates the farmer, and to show the *confidence* he has in advertised goods.

It is with just such confidence that 125,000 wide-awake, efficient farmers and their families read that leading farm weekly of the Central West



125,000 Circulation Guaranteed

To a goodly portion of the rich and prosperous farmers of the entire west *Orange Judd Farmer* is a household word and a business guide. Its exclusive crop and market reports are unique, its technical articles authoritative, its household features absorbingly interesting.

Orange Judd Farmer, edited at Chicago, is the Central Western edition of the four *Orange Judd Weeklies*. Its circulation is most dense in Illinois, Wisconsin, Michigan, Indiana, Iowa, Nebraska, Kansas, Missouri—the wealthiest and most prosperous section.

Our readers subscribe to *Orange Judd Farmer* because of its *value* to them in their business of farming. They read it, not to be amused, but to gain technical knowledge. So they are in a *receptive* state of mind when they read it, *ready* to be influenced by everything they see in it. They have the same confidence in its advertising columns as in its reading columns, because of our guarantee that all our advertisers are reliable.

How well it pays advertisers is best proven by the character and volume of advertising carried. *Orange Judd Farmer* carries the announcements of the most successful general, as well as agricultural, advertisers.

Address nearest office for sample copies and advertising rates for this Leading Farm Weekly—ORANGE JUDD FARMER

ORANGE JUDD COMPANY

Western Offices:		Headquarters:	Eastern Office:
1209 Peoples Gas Bldg.	601 Oneida Bldg.	315 Fourth Ave.	1-57 W. Worthington St.
Chicago, Ill.	Minneapolis, Minn.	New York	Springfield, Mass.

I could go on and cite cases like these indefinitely, but believe the two mentioned will serve to prove a point: it's worth while to adjust old complaints strictly on a customer's word, even though you may not have a scrap of paper to prove the right or wrong of the claim. A satisfied customer at any reasonable price is an investment that always pays big dividends.

We shall always have competition. It's right that we should, because it serves as an incentive to high endeavor and prevents the daily grind from becoming monotonous. Some competition is clean and square; some vile and false. The clean kind is best, because it brings the greatest returns both in honor and money. If your competitor derides your goods by falsehood and vilification, meet him with tactics that are just the opposite.

If you are tempted to hurl a bomb into his camp, wait a day or so until the tempter has vanished, then distinguish yourself by writing such a clear-cut, manly letter as to satisfy even a casual observer that you do business on a broad basis. Defend your own goods always with all the ability at your command. Put quality above everything else in all your letters, advertisements and goods. But don't pay any attention to the man whose efforts represent everything that is small and contemptible. In a word, just keep a close watch on the movements of your competitors, profit by their mistakes and play the game for all it is worth in the biggest and finest way possible. Make steady gains for your own business by constantly educating the public as to the merits of your products, and the honesty and liberality of your methods.

Bear in mind that when a letter leaves you it is gone forever. If it shows evidence of a big man it will positively do you some good. If it shows evidence of a little man, it will surely do you great harm. Comparatively few business men fully comprehend the influence of the average letter. Little do they realize that

in thousands of cases it circulates widely beyond the person addressed. Seldom do they stop to consider that a letter, properly worded, may represent the persuasion of a salesman, the thoughtfulness of a friend, the wisdom of a counsellor.

LONG DISTANCE ADDRESSES

There are 620 miles of Colorado and Kansas prairies between the Rocky Mountains and the Missouri River, but a mere matter of distance will not prevent the guests at banquets held the same night in Denver and Kansas City from listening to after-dinner talks by speakers in both cities.

Despite the miles that separate them, the advertising clubs of Denver and Kansas City propose to eliminate distance in jointly entertaining Pacific Coast and Salt Lake advertising men who will stop in Denver on May 15, while en route to the convention of Associated Advertising Clubs in Dallas, Texas.

Everything that is said at the banquet in the Brown Palace Hotel in Denver will be heard by members of the Kansas City Advertising Club in their quarters in the Missouri city. Addresses delivered in Kansas City will be heard by the advertising men of San Francisco, Los Angeles, Seattle, Portland, Tacoma and Salt Lake in Denver.

Giant transmitters in the two banquet halls will receive the voices of the speakers and carry them over 620 miles of specially arranged telephone wires. Each guest at the Denver banquet and every member of the Kansas City Advertising Club will be provided with a telephone instrument, which will allow him not only to hear the addresses, but to exchange greeting with his fellow advertising men in the other city.

ADVERTISING TAX AT OAKLAND, CAL.

One of the features of the new commission government charter for Oakland, Cal., is the provision by means of a tax of two and one-half cents on \$100 for a fund for municipal advertising and entertainment of visitors. At the present assessed valuation of property this will amount to a little more than \$30,000 annually. The parks, playgrounds, boulevards and school grounds are to be enlarged and improved and new school buildings, including a manual training and commercial high school, are to be erected in different parts of the city besides a municipal auditorium costing \$500,000. There has also been a bond issue of \$2,500,000 for improving the waterfront and the deep water wharves.

Harry Johnston, for three years advertising manager of The Montgomery Ala. Advertiser, has resigned that position to take charge of the advertising of the Lewis Bear Drug Company, Inc., manufacturing chemists, of Montgomery, Ala.

Engineering News

Is A Passport To The Field Of Civil Engineering Construction



The five great, quality circulation engineering papers of the Hill Publishing Company are:

The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

Engineering News (1874)

The Standard Paper of Civil Engineering. Circulation 19,000.

American Machinist (1877)

Devoted to the Work of Machinery Construction. Circulation 27,750.

Power (1880)

Devoted to the Generation and Transmission of Power. Circulation 28,000.

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 7,500.

Your story, told in Engineering News, goes straight to the big men in the field of civil engineering—

The big buying units. The men who could give the word to buy your product and to whom you want to sell.

Engineering News is a passport—an official carrier of your story to the field in which your business lies.

The men who subscribe to Engineering News recognize it as the leading journal devoted to American Engineering, and value it accordingly.

Just as certain as the editorial pages are respected and valued just so certain is the "Selling Section" given like consideration.

The prestige of the paper is the best guarantee that your story will be given a careful hearing.

Write us your proposition and let us advise you.

If it can be successfully advertised in Engineering News we will work with you and for you to bring about results.

If you sell machinery or equipment to concerns in any of the above fields, our "Make-It-Pay" Department will help you do it right. Call on it now—address

HILL PUBLISHING COMPANY

505 Pearl Street, New York

THE RELATION OF BUSINESS MANAGERS AND EDITORS

EDITORS, WORKING UNDER EXTREME TENSION, OFTEN FALL INTO EXAGGERATION — BUSINESS MANAGERS FURNISH WHOLESOME RESTRAINT—SIMPLICITY A VIRTUE TO BE SOUGHT BY YOUNG MEN—ADVICE ON THE FOOD QUESTION

By Arthur Brisbane.

[EDITORIAL NOTE:—Following is a stenographic report of Mr. Brisbane's recent address before the Sphinx Club, New York's pioneer advertising organization. The invitations which were sent out for this dinner contained the following tribute to Mr. Brisbane: "There is, perhaps, no other man occupying a great editorial position who has, through pen and speech, given to advertising such definite recognition as a great commercial power and profession."]

I have not come here to-night to take up your time with generalities about your affairs and mine, but to endeavor to give you a few plain facts.

I am far removed from the good speaker and cannot indulge in an eloquent oration, or as somebody calls it "logic on fire." I read in Grimm's Life of Michael Angelo about the statue of a great Pope which that artist had sculptured. Upon its completion Michael Angelo said to the Pope: "Your Holiness, the statue is practically finished, tell me what book I shall place in your hand." The Pope was one of the men who believed that the church gave civilization some kind of a foothold in Europe, and he replied: "I have no time to read books, put a sword in my hand." I should say to Mr. Armstrong, "You know I have no time to make speeches, put a pen in my hand, that is my instrument of work. This without meaning to intimate that my pen would be mightier than the Pope's sword.

We are all engaged in the same work,—the work of distribution. The art of accumulation and production has been solved and the great problem of the day is their distribution. This I have already said and I expect to voice it again

many thousand times in the newspapers.

There is the water question—irrigation. There is plenty of water; the problem is how to distribute it. There is the problem of distributing products—commercial products and manufactures, which we call commerce, and that is the problem of the majority of men here. And there is the problem of distributing knowledge, which we call education. There is plenty of knowledge in the libraries, the question is, how to get it into the minds of men.

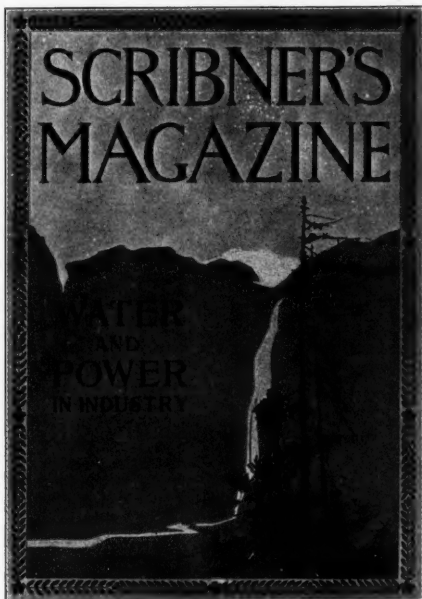
The newspaper, that great "national pulpit, that pulpit to which ten men listen for one who sits in church or chapel on Sunday," is, I am glad to say, the best agency for the distribution of knowledge. What the pipe is to irrigation, the newspaper should be to information, and what the pipe is to the water and the newspaper to information, the advertising man should be to the distribution of commercial products.

The newspaper is not yet distributing its knowledge thoroughly, but it is the best medium for distributing it, just as the rain is the best medium for distributing water. If you drop a great quantity of water on the ground it will wash away the lands and destroy the fields, but nature's distribution for the earth's benefit is wise. The sun's beams lift the waters from lakes and oceans and carry them high into space and then these waters fall gently from the heights, and become life-giving and life-sustaining to everything on earth. So man's ingenuity should be far reaching, and what the great power of water is to the earth, knowledge should be to the brain of man. It must seek him and not be stored up, difficult to reach and more difficult to choose from. The mere tumbling of books into the laps of people is not furthering knowledge, the mere fact that there are splendid libraries is not bringing knowledge to the greatest number.

It is the newspaper furnishing millions upon millions of copies every day, available everywhere, which is the greatest distributor

MAY

The first of the "SPECIAL NUMBERS"



These "Special Numbers" will deal with the growth and development of certain great material interests, vital to the welfare of the whole country —

A field full of our newest life, full of progress, rugged work and romantic incident.

Adequate space will be devoted to each of the topics treated in the several individual issues.

These Scribner's "SPECIAL NUMBERS" will be unique in magazine work and fascinatingly interesting.

of knowledge; it is the educator of the masses. At this table is a man, Mr. Smith, the manager of the American Press Association, who supplies the editors of 16,000 country newspapers. These 16,000 country newspapers are read on the average by a thousand families each—that means that 16,000,000 families can be reached by one organization.

But to get down to the business that occupies most of you—the distribution of products.

I think I was invited to talk on the relationship between the upstairs and the downstairs of a newspaper office. The downstairs is the business office, usually lined with mahogany, and the upstairs is the editorial office, usually lined with cigarette smoke and newspapers and no mahogany. The connection between the two is only good when it is a partnership on an even basis, and I think in the majority of successful newspapers that is the case. You have two ends of work in a newspaper. First, somebody has to succeed in paying the bills, supplying the paper, the ink, the presses, the mechanics, and the distribution—that is the business-office task. Somebody else, the editor, must supply the circulating power.

To talk platitudes about the relation of business managers and editors would be aimless. I want simply to pay a tribute to the work that the business managers, thanks largely to the advertisers, have done to improve the daily newspapers. There is no doubt that the man conducting a newspaper upstairs, working to extremes in his line, gets beyond the line of good judgment, of good taste and falls into exaggeration.

DOWNSTAIRS MEN PREACH "CLASS"

The man downstairs comes in contact with the business man. He is everlastingly preaching to his editor about what he calls "class," and has done a great deal to improve the tone of the newspapers. Occasionally when he has too much power he has made the newspaper extremely dull; but as

a general proposition the influence of managing editor upon the public has been great, permanent and good.

I do not think that there are many business managers who control the editors of newspapers today, except inconsiderable ones; and I do not think that there are many editors who actually control business managers. It is so with us. The best thing that the editor does for the business manager is to give his advertisements wings, and the great thing that the business manager does for the editor is to remind him of the conservative opinion of the business world.

I have also been requested to say something about advertising writing. I have made a study of writing for twenty-eight years, and I have written every day during that time. I have been studying the problem of transmitting ideas to the minds of others. That is the only problem the writer has. All of your ideas, all of the imaginative possibilities you have, you possessed when you were born. There is no mechanical skill in ideas. No amount of training will make you a better thinker; but every man can make a good writer.

My advice to young men who work on newspapers is to realize the importance of absolute simplicity.

The first consideration to heed is that you are going into the mind of a man through a certain door. If you were going into a door two feet wide and four feet high, you would not try to enter with a bundle three feet wide and five feet high. The mind of the ordinary man and woman—the mind in need of information and which an earnest man is especially desirous of reaching—has often a very small door. You must know what you want to say, and then express your ideas clearly, concisely, consecutively and with absolute simplicity.

And that information will go through any opening, no matter how narrow, or low it may be.

I use certain quotations in speaking to young men. For in-

stance, I say to one: "You are trying to do fine writing. You have perhaps been reading a style which you think very fine,—which is usually a mixture of two bad styles. Remember simplicity is the soul of style." Take the quotation: "To be or not to be, that is the question," and so on through the passage. Can there be anything more simple? Is there a car conductor or scrub woman or any beginner of English who cannot understand it perfectly and readily? Another quotation tells you what life is: "Life is a shadow, the poor player that struts, etc.," and "It is a tale told by an idiot full of sound and fury signifying nothing."

When you are writing an advertisement for food, clothing or a department store, you cannot do better than imitate this simplicity. We all possess simplicity, therefore use it.

The advertising man works to the greatest disadvantage of all writers.

If I say to you, "I want to talk

about *your* hair," or about *your* health, no matter what I may say to you about *yourself*, you listen.

But the moment I talk to you about myself, you are bored. The advertiser is at this disadvantage, he has constantly to talk about himself. He has to interest someone in a thing in which that other is not interested. I have told business men who talk about advertising writers and advertising agents that they do not begin to appreciate the value of the work done by these men.

If a man can make \$10,000 a year by writing to amuse himself, he will not take \$20,000 a year to write about business. If you have a man who gets \$10,000 a year as a literary writer, he will want \$20,000 as an ad writer.

What I think you ad writers ought to do is to impress upon your advertisers the fact that you are talking every day to every one of their customers.

In former days it was the store on the corner that counted. It was a question of real estate, the

The George L. Dyer Company 42 Broadway New York



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

value of location. To-day the value is made by the advertising writer.

There is one other thing I want to say about the food question. If one of the big producers of foods—such men as produce Uneeda Biscuits or Van Camp's Pork and Beans—would put a cheap simple food on the market and sell it at low cost, the result would be enormous. The greatest fortunes are made on the smallest profits, as you know. You can buy rice in New Orleans at two cents a pound and broken rice for a cent and a half. If a man would mix a pound of rice with a reasonable amount of meat fiber, he would be able to sell thousands and thousands of tons daily, and he would be one of the richest men in the country.

A young friend of mine who writes advertising suggests that I talk about the importance of supplying good merchandise to back up good advertising. It seems almost unnecessary to mention that. There is no use in advertising a store if the goods are not as represented. The days have gone by when a man advertised a complete set of furniture for one dollar, and the farmer coming to buy it found it made of paper, or the man who advertised a shot-gun "just like the picture" for two dollars and the buyer found it to be just like the picture but made of wood.

One more thing—the importance and value of the country newspapers. The man who makes a great success is the man who first sees an opportunity that is neglected. In the newspapers printed throughout this country, in the towns and villages of 500 population up to 5,000, there is the biggest opportunity for an intelligent manufacturer or advertising man that exists anywhere in the world. You can reach sixteen to twenty millions of people, and you reach people living in isolated communities—people who are away from the big stores. You reach a community where they have no trolleys and no electric lights. You reach a community where you can

sell anything from door mats to books and pianos and automobiles.

I am not saying this for the sake of the advertisers or the merchants, but for the benefit of the men who run the country newspapers. They are the most valuable citizens in the country. They are the men who watch for the public, just like the bird we hear of in Africa that watches and warns the rhinoceros of approaching danger. These editors have kept the trusts from stealing the country. They are on the lookout for dishonest railroads, for the dishonest congressman, for the judge who is owned by an individual who does not pay his salary.

CENTRAL DIVISION CONVENTION AT TOLEDO

The fourth annual convention of the Central division of the Associated Advertising Clubs of America will take place under the auspices of the Toledo Advertising Club, Toledo, Ohio, June 13 and 14. Among the addresses announced by the advance programme are the following: "Does House-Organ Advertising Pay?" A. M. Candee, advertising manager of the National Enameling and Stamping Company, Milwaukee; "The Common Interest of Manufacturer and Retailer," C. B. Hamilton, advertising manager of the Berkey & Gay Company, Grand Rapids; "Advertising from the Standpoint of the New Psychology," C. L. Watson, advertising manager of the Red Cross Shoe Company, Cincinnati; "A Square Deal in Merchandising," Andrew Ross, vice-president and sales manager of the Kellogg Toasted Corn Flake Company, Battle Creek; "The Completed Sale," G. W. Bennett, general and sales manager of the Willys-Overland Company, Toledo. The banquet will be held on the evening of the 14th and it is expected that President Coleman, of the A. A. C. of A., and other men well known nationally will be among the speakers.

ADVERTISING AGENTS DINE

The advertising agents of New York City held a dinner at the Aldine Club Thursday evening, April 18. The speakers were Don C. Seitz, of the New York *World*, and Lincoln B. Palmer, manager of the American Newspaper Publishers' Association. General agency and newspaper conditions throughout the country and free publicity were the topics discussed. W. H. Johns, of the George Batten Company, acted as toastmaster.

The Ogden, Utah, *Standard* has been acquired by a company of local business men. It is capitalized at \$50,000.

Speaking of Carrying Coals To Newcastle

¶ The selling force of Newspaper Advertising has recently received an unqualified endorsement from a leading periodical publishing house, which in exploiting its great weekly and monthly publication to the attention of general advertisers, is using a list of leading daily newspapers in the principal commercial centres of the United States. The newspaper copy asserts in commenting on the big circulation of these magazines, "*We have reached this commanding position in our field by the same merchandising methods we propose to you.*" The moral in this preachment—this particular publisher spends a large amount every year in the columns of the leading daily newspapers to attract new readers and advertisers. Evidently money well invested.

¶ Newspaper advertising is a valuable asset and assistance to any manufacturer who wants to make his product known to the buying public in population centres. In Washington, Indianapolis, Montreal and Philadelphia you can enter a majority of homes with your consumer announcements through the medium of the following high grade home *evening* newspapers:

The Washington Star
The Indianapolis News
The Montreal Star
The Philadelphia Bulletin

¶ Each publication has a merchandising value in its own community far in advance of any other form of local advertising. By reason of the exclusive home circulation, these newspapers are valuable mediums for local and foreign advertisers who desire to *concentrate* and reach the majority of the buying class at a minimum cost. More particulars of these sterling *evening* newspapers for the asking. Booklet "Territorial Advertising" sent on request. Dan A. Carroll, Special Newspaper Representative, Tribune Building, New York.

NEWSPAPER PUBLISHERS MEET IN NEW YORK

HEAR WITH SATISFACTION THAT
PRESS AGENCY HAS GONE INTO
A DECLINE—PRESIDENT TAFT AND
PREMIER BORDEN, OF CANADA, TO
TALK OVER LONG-DISTANCE WIRE

That the press agent abuse has at last struck the toboggan slide is the substance of the gratifying report made by Secretary Palmer to the American Newspaper Publishers Association, which is holding its annual convention in New York City this week, in connection with the annual meetings of the Associated Press and the Daily Newspaper Club.

A year ago the abuse seemed almost as strongly entrenched as ever. During the past few months, however, a marked change has occurred. Since the first of the year only twenty-two advertising agencies have sent out publicity copy for free insertion, which is less than one-quarter of the number similarly engaged during the corresponding period last year.

It looks as if the educational campaign conducted by the A. N. P. A. is progressively closing the market for free publicity and that the agencies or the advertisers back of them are ceasing to find it profitable and politic to press for the insertion of such matter.

The directors of the A. P. held their annual meeting on Monday. The convention opened at the Waldorf-Astoria on Wednesday, with President Bruce Haldeman, of the Louisville *Courier-Journal*, in the chair. President Haldeman addressed the convention on the completion of the twenty-fifth anniversary of the association.

Thursday night the association will hold its joint dinner with the Associated Press. The main speakers will be Talcott Williams, LL.D., director of the School of Journalism at Columbia University endowed by the late Joseph Pulitzer; Augustus Thomas, the playwright; Dr. Thomas Finley, president of the College of the City of New York. President

Taft and Premier Borden, of Canada, will address the convention over the long-distance telephone, the former from Washington, the latter from Hot Springs, Va. Mme. Schumann-Heink will also sing over the wire. Among the guests will be Thomas A. Edison, Guglielmo Marconi and Dr. Alexander Graham Bell.

On Friday unfinished business will be cleaned up and the stockholders' meeting will be held, bringing the convention to a close.

The Associated Press meeting will be held at the Waldorf-Astoria on Tuesday morning.

The Daily Club's fourth annual dinner will be held Wednesday evening.

THREE "HOUSE-PARTY" TRAINS TO THE DALLAS CONVENTION

The Frisco Lines are announcing three "house parties" to the Dallas convention and in addition to their other advertising have issued an artistic booklet describing the features of the trip over their lines by these house-party trains. One of them leaves Chicago Friday night, May 17, at 11:45 o'clock, arriving in St. Louis Saturday morning at 8 o'clock. This section will join the second party leaving St. Louis at 8:30 p. m., arriving at Dallas Sunday evening, May 19, at 7:25 o'clock. The third leaves Kansas City Saturday evening, May 18, at 5:10 p. m., arriving at Dallas Sunday morning at 11 a. m. The train is an all-steel, solid vestibuled de luxe limited, lighted by electricity. The diners, stocked for the occasion by Fred Harvey, will be carried through to Dallas. At the hours when meals are not served they will be used as club cars, supplementing the smoking cars. A feature of the trip will be a mock Ad Club convention with a complete election of officers.

RUGGLES WITH BRIGGS COMPANY

Howard P. Ruggles, one of the best known magazine men, is now Eastern manager for the A. M. Briggs Company, of Cleveland, O. The Briggs Company is one of the official solicitors of the Poster Advertising Association of the United States and Canada. Mr. Ruggles' knowledge of advertising and merchandising should be of help not only to the Briggs Company but to many national advertisers who are becoming more interested in outdoor advertising.

The San Antonio, Tex., Advertisers' Association has discontinued its dinners, which were not well attended, and returned to the noon-day luncheons the second and fourth Tuesdays in each month.

The Springfield Republican Was Right

UPON the publication, at the beginning of the year, of the circulation figures of **THE CHICAGO DAILY NEWS** for last year *The Springfield Republican* printed the following editorial:

"It is comforting to find one newspaper in the country that has the honesty to admit a loss of circulation, in these days of booming methods and fake circulation figures in the newspaper business. This exception to the rule is the *Chicago Daily News*. The announcement is made by the *Daily News* that its average net or paid circulation at each issue during the year 1911 was 322,838 copies, a loss of 2,190 copies from the average of 1910. There is no occasion for Mr. Lawson to be worried over this slight change."

It is pleasant to note that the confidence of *The Republican* has been already justified. The average daily circulation of **THE CHICAGO DAILY NEWS** for the first quarter of this year, and the circulation during the corresponding months last year, has been as follows:

January, 1912	- - -	334,364
January, 1911	- - -	317,628
A gain of	- -	16,736
February, 1912	- - -	343,173
February, 1911	- - -	321,475
A gain of	- -	21,698
March, 1912	- - -	348,445
March, 1911	- - -	321,645
A gain of	- -	26,800

All of which presents an interesting case of "trend."

COPY THAT FITS EACH MEDIUM

HOW OMNIBUS TYPE OF AD IS GIVING WAY TO THE AD WHICH IS A SPECIAL TOOL TO REACH A SPECIAL CLASS AUTOMATICALLY SELECTED BY A GIVEN PUBLICATION

By Charles H. Willard.

"Here," says your advertising medium, "is the kind of people who like the kind of reading matter we give them. We don't know whether they're short or tall, light or dark, thin or fat, but we know that half of them (say) are men and that the key to their tastes is to be found in the editorial pages. We have picked them out for you and put them in a class for your convenience. Now go to it."

And the progressive advertising man goes to it.

Advertising finesse has advanced considerably since the day when any ordinary piece of copy would serve indifferently for trade paper or standard magazine, with the change of a phrase or two.

The game has become almost as artful as golf. We pick out a good standard magazine as we do a good driver. Then there is the newspaper putter for close work on the green. The trade paper could be likened to the brassie without undue strain on the imagination, and where the canny golfer would lay hands on the friendly niblick to get himself out of a tight hole and over a near bunker, the expert advertising man might turn to the woman's magazine to lift his proposition

over some most forbidding peak.

It is paying to specialize.

How far does it pay?

"As far as you can," answer Lamont, Corliss & Co., speaking for O'Sullivan's Rubber Heels, Pond's Extract and Peters Chocolate.

How many products, do you think, are being advertised in eleven different classes of publications, regularly? Every day, week or month, according to need, separate pieces of O'Sullivan's Rubber Heel copy go out to eleven different kinds of mediums, each one different from the others in thought and expression.

There is one general kind of page copy for the *Cosmopolitan*, *Everybody's*, *American*, *Saturday Evening Post*, *Associated Sunday Magazine*, *Collier's*, *World's Work*. Even these vary somewhat in headings and expression, though they are built on the same model. Another kind is written for *Town and Country* and an

entirely separate piece for *Literary Digest*.

Then there are the newspapers which mean at this time the leading papers of large circulation in New York, Chicago, Boston, Philadelphia, Washington, etc. In some of these, copy seventy lines, is running twice a week, and this copy changes each time, and is slightly different with each medium.

Where pages were used Easter Sunday in three different metropolitan papers, the *Times*, *American* and *World* the copy and lay-out were entirely different in each case. In New York, many households take two or more Sunday papers, and different copy is desirable.

In Every Walk of Life

O'Sullivan's Heels of New Live Rubber.

When Shopping
The rubber heel is just what you need to keep you steady on your feet.

When Working
The rubber heel is just what you need to keep you steady on your feet.

The Ladies' Heels
The rubber heel is just what you need to keep you steady on your feet.

Any Shambler
The rubber heel is just what you need to keep you steady on your feet.

O'SULLIVAN RUBBER CO., 131 Hudson St., New York.

PUTTING A HALO ON THE HEELS

Next come the woman's magazines, *Woman's Home Companion* and *Good Housekeeping*. These go to two different classes and require entirely different pieces of copy, accommodated to each class.

Vogue, *Dress*, and *Gallery of Fashion* are put in another group.

The appeal to the children through *St. Nicholas* must be, of course, individual.

Life is in a class by itself and requires special treatment.

Then comes the medical, trade and export press, all calling for different styles of copy.

Last in the regular list is the organ of the Young Men's Chris-



There are at least three classes of advertisers who need the concentrated circulation that newspapers (and no other mediums) give.

There is the manufacturer just entering upon an era of expansion. Newspaper advertising will secure him distribution in each locality by creating an instantaneous and apparent call for his goods that will back up and make effective his salesmen's efforts with the jobber and retailer. He can then expand his advertising and his distribution simultaneously, and judiciously, effectively and economically.

Then there is the manufacturer who finds his sales are not what they should be in certain localities. Through concentrated newspaper circulation he can stimulate demand in such sections without being obliged to pay for circulation where it is not needed.

And then there are many manufacturers who find that certain sections of the country are not profitable markets for them. By using newspapers these can be eliminated and they can concentrate their advertising appropriations on the other sections of the country, where they can do business profitably.

For these three general classes of advertisers, or prospective advertisers, or their agents, we have valuable and specific information regarding splendid newspapers to use for concentrating their advertising in prosperous sales centers.

We represent good newspapers in a score of the leading cities of the land, and it is our business to supply you with every kind of information obtainable about each of these papers and the field it occupies.

This information is at your service, any time, anywhere.

THE JOHN BUDD COMPANY

Newspaper Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

Next to Wings!

I wish for nothing in the world to see an old gentleman try to catch a train that is going to pull out of the station. But it's a glorious occasion for the rubber heels.

No matter whether you go to bed when the clock rings, or rise when the clock goes to bed, no matter whether you catch suburban trains or the express-train in Chicago, whether your daily walk takes you from your office to your home, or whether it consists of stepping from the vestibule of your house through the open door at your automobile, with a expensive or revenue at sight—you should have the rubber-heeled sandals.

O'Sullivan's
HEELS OF NEW LIVE RUBBER
(Which never rubber with all the spring in it)

Because they make every step an easy one.

See "O'Sullivan's" in your shoe store when you buy new shoes and when you are giving old ones half sold and re-heeled.

50c Attached

MAKING IT TRUE TO "LIFE"

tian Association, *Association Men*. O'Sullivan's Rubber Heels and the young idea in muscular Christianity have always gone together.

Besides the regular list there are always extras that are taken on for one reason or another and the copy that goes into these is necessarily special.

For example: when it was deemed advisable to take space in the *Tammany Times*, the appeal was couched in somewhat different language from that used in approaching the readers of the *Literary Digest*. One ad in the

latter medium starts out with the headline, "Thinkers." The ad in the *Tammany Times* got under way with the headline, "Well Heeled," a phrase that would naturally attract by its connotations.

When the practice is thus explained, it looks altogether sensible and efficient, and it is hard to realize that the method of

O'Sullivan's Heels

OF NEW LIVE RUBBER



"Nature's Way"

HOW easy it used to be—didn't it? You could run around all day—and never feel too tired to run some more, because you ran on soft pads which Nature put on your heels. You can have the same lightness of tread today if you attach the resilient

O'Sullivan's Heels of New Live Rubber

to your shoes. You will be copying Nature exactly. Make every step an easy one, and save your energy for the big job.

FOR STANDARD MAGAZINE READERS

lumping a lot of mediums together and dispensing the one kind of copy to them all should have any vogue at all.

It is perfectly plain that a man reads his daily paper in one mood and a magazine in another, and that one magazine appeals to him for one reason and another magazine for another reason. And it seems equally plain that the advertisement that best falls in with his mood will stand the best chance of getting its message securely into his thought.

The wisdom of varying the appeal to fit the main classes of men, women, children and tradesmen is too obvious and too generally recognized to necessitate demonstration. More extended classifications are merely elaborations of the same theory.

Does it pay?

Yes, it certainly appears to do so. These classifications yield several advantages. In the first place, classification itself is an advantage. It brings you nearer the individual by picking out the people possessing certain traits in common. That makes you surer of the public you are addressing. You are in a position to know better how to be of service.

In the second place, classifications simplify the preparation of copy. It really takes no longer to prepare four different pieces of copy for four different purposes than to prepare one piece of copy that could be made to do duty for all four. Most people would have less bother driving four horses singly than as a four-in-hand, especially if one were an American trotter, another a Percheron, another an English hunter and the last a circus pony. Any one of fair intelligence can do something with the animals one at a time, but it requires sev-

Be a Man Who Gets There

The Walk Proclaims the Man and Plays a Big Part in "Making Good"

Did you ever see a successful man walk with stooping shoulders and dragging feet? Did you ever see a man "who had more than the usual" walk with a shuffling and shuffling gait? Did you ever see a manager of any big enterprise lift his feet as if they weighed a ton? No, you never did.

But you have seen lots of unsuccessful men do all these things—those who are always out of a profession who never seem to get anywhere—dejected and pessimistic individuals.

The worst thing that a "heckler" is a "lazy walk."

Don't cut into that class. Stand erect, look people straight in the eye, and walk with the light, elastic step that means life, energy and aggressiveness.

O'SULLIVAN'S HEELS
of New Live Rubber

They put a resilient rubber segment under each foot. They make the elastic members of your entire system. They give you the spring and push that enable you to walk in new garments with real freedom and ease. This is the famous heel and other values that we sell as accessories.

Remember to Have Them Put On Your New Shoes

Write for a booklet "The Walk Proclaims the Man and Plays a Big Part in Making Good" to O'Sullivan's Heels, 101 Broadway, New York City.

O'Sullivan's Heels
Your Walk

APPEALING TO MASCULINE AMBITION

eral kinds of a genius to make a good job of working them together.

Lastly, it is much easier to analyze a simple proposition than a complex one, and find something to talk about. Classification provides fresh ideas and fresh phrases.

Shooting In The Dark

There is a common but discreditable practice among some agents of presenting advertisers with premature and entirely inadequate plans for their advertising in order to get their business. The agent is forced by the advertiser to use these tactics to sell his services. With superficial, haphazard information about the product to be sold and the advertiser's methods of distribution, the mere salesmen's trick replaces the more mature plans of the professional student of selling problems.

Fortunately, some agents will not use this method, even for new business; but unfortunately, the advertiser frequently is not experienced or sophisticated enough to appreciate the difference. The advertiser often likes those who shoot in the dark, and chooses from them the agency which seems to him to have the best marksmen.

Far better for the advertiser to employ the agent with the reputation for his "punch" than to choose a brilliant shadow boxer!

The Ladies' Home Journal
Circulation, more than 1,750,000

The Saturday Evening Post
Circulation, more than 1,900,000

We are always more at ease with those we know. Some people find it exceedingly hard to talk with a stranger by telephone. They cannot visualize the unseen and unknown; they are conscious only of the inhuman and uncanny telephone instrument. It is a kind of telephone stage fright.

Just so there is a kind of advertising stage-fright which paralyzes the imagination and speech-centers of the copy-writer in the same way. He hangs over his desk and staring out the window or into the wall tries to resolve the great impersonal public—a big human blur—into some of its familiar parts. When he does that he has a point of contact; he knows something to talk about.

O'Sullivan's
HEELS
of New Live Rubber

Avoid the Spinal Jar

One otherwise terrible result from walking on hard floors and sidewalks. Ordinary heels of leather only increase the shock. Heelless shoes especially reduce the vibration and lessen the excessive strain constantly recurrent during the ordinary gait.

The cushion in the heel and the sole of the heels provided by O'Sullivan, only partly reduce the shock. An essential feature of rubber material is elasticity, and avoid the excessive strain which is, as a rule, a highly common, and this is the nature of heels of new live rubber.

It is essential to go into detail concerning O'Sullivan's rubber heels. Their special quality is widely recognized, and constant physicians from personal experience, as from testing the benefits produced among their nervous debilitated patients, have the highest hygienic value of O'Sullivan's heels of new live rubber.

Not only do they give new comfort and pleasure in walking, but so markedly do they relieve muscular tension and nervous strain, that they have become an important detail in the doctor's prescription of many functional nervous ailments.

O'SULLIVAN RUBBER CO.
131 Hudson St., New York

FOR THE DOCTOR'S EYE

Because of this many of the O'Sullivan Rubber Heel ads can be put together in a comparatively short time. They rank up near the front, at that, just because

Overwork? No! No!
It's pounding hard heels on hard pavement.
Get O'Sullivan's
HEELS
of New Live Rubber
Cushion Your Heels as Nature Intended.
SOLE ATTACHED

Make walking easy

THESE CAR CARDS ARE IN UNUSUAL COLOR TONES

they are placed where they will do the most good; placed psychologically, that is to say, as well as physically.

Aside from the diversified character of the copy, its most distinctive features are its educational quality and its pictorial side. The educational line is being followed more consistently now than ever before in the past. The possibilities for rubber heels are, of course, enormous. It may be that only a fraction of a fraction of the possible wearers have been reached.

The tendency of manufacturers is to think that what is an old story to them is also old to the public. But it takes a tremendous deal of work and money to make the public pay any attention to the manufacturer and his claims. He takes himself a good deal more seriously than the public does.

The unprejudiced observer easily sees that there is still a great difference in rubber heels. So the real work for a long time to come is to tell people what rubber heels will do for them.

If the manufacturer honestly believes in his product he can afford to tell people time and time again the facts which to him are an old story—but which have to be repeated to the public day after day and year after year before they will be believed. But he must try to save time and money by adopting the tone and if possi-

ble the expression of the various mediums he uses.

A few of the different types of copy reproduced herewith shows how this idea is being worked out, and what effective use is made of pictures in bringing out the thought.

The appeal to women through their own mediums has taken more of the domestic side of the argument than the athletic, valuable as the latter has always been, while the children's copy (for mothers) has taken on the nature of an argument for the "preservation of a child's natural resources."

"Don't curb the children just to save the floors, or your nerves," they said. "Put rubber heels on the little ones and see how quiet the house becomes." Observe, too, how the elegance of the pictures refines and idealizes the bustling, hustling little rubber pads.

The street car cards of the O'Sullivan company are as characteristic as the other copy, but in a different way. Little has been made of wording or picture and much has been made of color. In the line of cards, as you see them in the car, two-thirds of them depend on the design or wording to carry. This leaves the way to attention by the color route comparatively free of competition, and the remaining third travel that way. Most of these use strong color in one or two tones, which again leaves the way open to the advertiser who makes use of a color combination in unusual shades.

This is what the O'Sullivan people have done. They have taken stock of the car-card color scheme and then done something different, something newsy in color, as it were. It is, of course, necessary to change the color scheme from time to time, but this is as simple as any other detail.

The color and lettering limit each other; and the color scheme may be modified more or less as the car-card gets out of the publicity into the educational stage.

The O'Sullivan trade story is

Scope

The
Woman's Home
Companion
is as broad as
the scope of
a woman's
life.

An Announcement And Some Facts

Some advertisers have criticized a few of the advertisements carried in the **ILLUSTRATED SUNDAY MAGAZINE**. They call them "semi-objectionable." They shall object to them no more for the advertisements in question have been cut out by us.

Some advertisers also called attention to the discrepancy in the circulation figures of all the Sunday Magazines, stating that the individual Sunday Papers distributing the Sunday Magazines are not granted so large a circulation in the directories as are the total figures claimed by each Sunday Magazine.

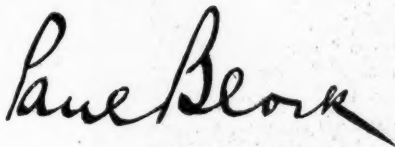
Advertisers should not forget that the Directory figures are not and never can be up to date. They cover periods from one year to eighteen months before the directory was printed.

As examples, a directory gives the Minneapolis Sunday Tribune an average Sunday Circulation of 105,416, whereas this paper now circulates about 150,000 Illustrated Sunday Magazines per issue. A leading Directory gives the Sunday Pittsburgh Gazette Times a Circulation of 60,000, whereas this paper has for some months distributed about 100,000 Illustrated Sunday Magazines per issue. It gives the Sunday Cleveland Leader 60,000 average circulation, whereas this paper has for some time had an average circulation of over 90,000 copies each Sunday. It gives the Rochester Democrat and Chronicle 43,000 average Sunday circulation, whereas this paper now distributes 52,000 Illustrated Sunday Magazines per week.

This same thing can be said of the Sunday Louisville Courier Journal, the Sunday Detroit Free Press, the Sunday Memphis Commercial Appeal, and, in fact, nearly all the papers distributing the **ILLUSTRATED SUNDAY MAGAZINE**.

This same condition, no doubt, exists with the Sunday Newspapers circulating the Associated Sunday Magazine, the American Sunday Magazine, and the Semi-Monthly Sunday Magazine.

THE ILLUSTRATED SUNDAY MAGAZINE at present has a circulation of nearly 1,200,000 copies per issue—distributed in 19 large cities and their surrounding territories—and from the experience of many Advertisers, I know that an advertisement inserted in our Magazine not only bears influence in the nearly 1,200,000 homes it reaches, but also influences the many dealers in our cities and towns, who sell, or should sell your goods



Advertising Director.

Illustrated Sunday Magazine

Published Cooperatively by and as a Part of the Sunday Editions of the

Pittsburgh Gazette Times
Rochester Democrat & Chronicle
Memphis Commercial Appeal
Columbus Dispatch
New Orleans Picayune
Kansas City Journal
Richmond Times-Dispatch
Omaha World-Herald
Cincinnati Com. Tribune
Buffalo Times

Minneapolis Tribune
Louisville Courier-Journal
Cleveland Leader
Detroit Free Press
Milwaukee Sentinel
Des Moines Register & Leader
Denver Republican
Worcester Telegram
Providence Tribune

Total Circulation over 1,100,000 Copies Per Week

as interesting as the advertising story. Space will not permit of an exhaustive analysis of the matter but a glance at the inside of the cobblers' shops and repairers' will testify to the work done.

Effective links have been forged by their salesmen with the O'Sullivan advertising in the magazines and in the local newspapers, street cars and subway stations.

Attending to the dealers is



THE ORIGINAL O'SULLIVAN, AS THE POSTER DEPICTS HIM

merely the beginning of a process of intensification with an article like a rubber heel. The re-orders are so important and the market is so universal that it pays to get out and do something along the line of "intensive" advertising.

So the O'Sullivan salesmen have gone out to conquer the big metropolitan territory as a preliminary.

The O'Sullivan sales force is, as a matter of fact, not very far behind its possibilities. Every big hotel in Manhattan has its quota of O'Sullivan rubber heels, and you may be aware of what it means to get action in a hotel.

Every hospital is fitted out. Eighty congressmen now go well "heeled" as the result of an inquiry by one of the New York congressmen.

This working by classes is just as much of a time and labor saver in the selling campaign as it is in preparing copy. Find the one argument that is common in its appeal to the class; find the class in bunches and it then is only a question of percentage.

A COMPARISON OF COST

"But newspaper advertising is expensive," I imagine I hear someone say. That's a mistake. The highest priced newspaper space in Baltimore is \$3.36 per inch. A post card contains about 19 square inches; that is, it is about equal to nine inches single column in the newspaper.

Such an advertisement in your most expensive newspaper would cost \$30.24, and it would go to 80,000 people. What would it cost you to send the same advertisement as a post card? Eight hundred dollars for postage alone! And the printer would want another \$80 at the very least.

Another paper will give your advertisement a circulation of 120,000 for \$19.80. Uncle Sam will charge you \$1,200 to reach that many homes. And don't forget the printer's bill.

Waste? Yes, certainly, but how much? Would half the newspaper's readers be worth your reaching. Would 25 per cent? Why, if only 5 per cent of the readers of one of these newspapers were first-class prospects for you, and 1 per cent of the other paper's readers probable buyers, you still would be reaching them cheaply through the newspapers as compared with sending them direct communication by mail.—O. C. Harn before Baltimore Ad Club.

TO SETTLE LABOR QUESTIONS PEACEABLY

Following a policy inaugurated at the close of the garment workers' strike in 1910, Hart, Schaffner & Marx, April 12, at Chicago, signed an agreement with their 10,000 employees by which it is planned to insure a peaceful settlement of all labor disputes, thereby eliminating possibility of strikes. The move is called by those who framed its details the most far-reaching conciliatory labor measure ever adopted in Chicago. It is modeled after the peace protocol signed by employers and garment workers of New York at the close of the costly garment workers' strike of last year.

By the terms of the agreement the old arbitration board becomes an "appellate" court to which disgruntled employees may appeal decisions of the joint board. Five members from each side, with an eleventh to be chosen by these, will compose the court.

Just What Do You Want?

Largest Net Circulation

In New Orleans, The Item
(3 cents) guarantees it.

Largest City Circulation

In New Orleans, The Item
(3 cents) guarantees it.

Largest Country Circulation

The New Orleans Item
(3 cents) guarantees it.

Largest Volume Advertising

In New Orleans, The
Item (3 cents) prints it.

Largest Volume Local Advertising

In New Orleans, The
Item (3 cents) prints it.

Largest Volume Foreign Advertising

In New Orleans, The
Item (3 cents) prints it.

Put other ques-
tions up to

THE JOHN BUDD CO.
New York, Chicago, St. Louis

A. G. Newmyer, Business Manager
New Orleans

"IMPORTED" NO LONGER A MAGIC WORD

RETAILER SAYS CONSUMERS DEMAND
QUALITY AND CARE LITTLE
ABOUT PLACE OF MANUFACTURE
—URGES THAT MANUFACTURERS
GIVE SALESMEN EXPLICIT INFOR-
MATION ABOUT COMPOSITION OF
GOODS

By Garrett Byrnes, Ph.G.

PRINTERS' INK asks me to state whether I, as a retail druggist, receive as many requests for imported goods as formerly. On receiving the letter I had to stop and try to realize that there is any demand at all.

That feature enters so little into my business to-day that it need not be considered at all.

Some years ago it did have some effect, but to-day, quality being the same, the domestic product really has the advantage, as the consumer is not willing to pay the extra price for imported goods. Quality is being considered more than ever.

In speaking with several grocery clerks I find that they easily supplant the imported goods simply by saying, "I wish you would try this (can of peas, for instance), and if you don't like it we will credit your account with the amount."

Quality being what they claim they seldom fail to get the domestic goods in to stay, and also save the consumer a few cents.

Two dealers (grocers) say that imported goods, especially sauces (and if I remember correctly the Holbrook brand), are not selling as well as formerly, except certain goods of proved superior quality.

A few classes of goods, imported and long known as standard, may have the preference because the *volume* of domestic goods of the *same quality* has not been great enough to inform the consumer that *as good* can be made here.

One of the proprietors of a suburban department store employing about sixty clerks stated

that the argument would be of so little use as not to be considered at all, except in certain instances as above stated.

PRINTERS' INK is certainly standing for high morals in business and must be doing great good. As manufacturers are beginning to see that they can and should help the dealer it would be a great thing if you could induce them to provide the salesman with a fairly good fund of knowledge of the goods they are selling, and a lesser fund of incorrect information, and still less of evasion, subterfuge and plain buncombe which are so transparent as to induce a dealer to lose confidence in the house and the goods.

It is also not very flattering to a dealer to feel that he is considered an easy "come-on."

A man selling *one* line of goods, candy for example, should know something about the composition and process of manufacture and cleanliness of the goods they ask him to offer to his good people, whose interests he serves.

But they don't—or if they do they won't tell him. If I ask if there is glucose in the cream they say, "Why, I have never been asked such a question before."

Who, I ask, is the fool?

Surely, I cannot be the only one in all the country who is careful of what he buys and sells.

The salesman for the Belle Mead Sweets makers is the only one who has not sidestepped the question.

The greater information I possess of the goods the better can I sell them. A salesman in a few minutes could give me information which might take hours or days of searching for in books or magazines. I handle a great many lines of goods.

Some really care whether I sell the goods, many only care to load me up. I feel that the manufacturer would be benefited by making matters a trifle easier for the retailer.

Frederick M. Randall, who has been assistant manager of the Charles H. Fuller advertising agency in Detroit since July, 1910, has been made manager of the Detroit branch of the company.

It Pays Three Times Better Than Expected

"Farm and Home has done three times better than we expected. Our page advertisement brought 1400 inquiries, making cost per inquiry two-thirds less than the cost we set on satisfactory returns. This is of course highly satisfactory. We will be with you regularly."

Brings in over 1400 inquiries at \$1⁰⁰ apiece

The advertiser (name on request) who wrote the above letter (unsolicited) has proved the *advertising* and *selling value* of Farm and Home. It's just another demonstration of the *pulling power* of

FARM^{AND}HOME

The Leading National Semi-Monthly Farm Paper

—just more evidence of its *responsive, aggressive* readers. Aggressive because the letter quoted above referred to a land advertisement, promoting *new* territory. Farm and Home with its

500,000 Circulation

goes into the homes of farmers of the new era—enterprising business farmers who realize large profits from their farms as a result of the modern business principles they apply to farming. They *make* and *spend* money for "advertised goods," purchasing from local dealers as well as direct by mail. The excellence of editorials and high class of advertising carried are indicative of the high class of its readers.

Address our nearest Office for Sample Copies and Advertising Rates

THE PHELPS PUBLISHING CO.

1209 Peoples Gas Bldg. Chicago, Ill. 001 Oneida Bldg. Minneapolis, Minn. Aberdeen South Dakota 815 Fourth Ave. New York 1-57 Worthington St. Springfield, Mass.

BIG STORE VS. THE SMALL STORE

THE ADVANTAGE OF THE LATTER OVER THE FORMER—IS THERE A VITAL LACK IN THE LARGE INSTITUTION?—THE MANUFACTURERS' OPPORTUNITY WITH THE "LITTLE" DEALER—FROM HOUSE-ORGAN OF BARCALO MANUFACTURING COMPANY

By Frank Anderson,

Advertising Manager of Barcalo Manufacturing Company (Beds), Buffalo.

The small store frequently has an advantage over the large store because of the personal attention the dealer is able to give to his selling. In most of the small or moderate size towns the dealer is nearly always "out in front." He watches every sale if he does not make it himself. In many cases he makes the sale himself, and with his knowledge of the cost and the margin of profit, together with the confidence that comes to him naturally from being the boss, he is able to talk better than an employed salesman. He also has the advantage of knowing just what the same article costs his competitor, and that helps him. Then, too, the fact that he is the proprietor invariably creates a certain confidence in the customer.

The writer has frequently had an opportunity to observe the selling methods of the large stores—in some cases the largest stores in the country—and it is interesting to note the difference between the large and the small store. The largest stores of the better grade, always seem to have excellent salesmen. The men seem to be acquainted with the merchandise and know how to present it interestingly. But there often appears to be a certain lack of something vital in their work. They seem to be too far removed from any personal interest in the sale. To the critical observer they appear to be working for a salary, although they do their work conscientiously and ably. In nine cases out of ten their work is commendable; nevertheless, the fact remains that they lack the vital interest in each individual

sale which the dealer who does his own selling possesses. With the small dealer it is his bread and butter and the welfare of his business and his family. He is closer to the precipice or danger line. He must make good. If he is a young dealer, just starting in business, he will study night and day to acquire every possible selling point of every article in his store. When his customer comes in he is alive with ideas, and, naturally, his work has a zest, and confidence-breeding energy that is contagious. A young, hard-working dealer is the best kind of a risk for a manufacturer. Such young men should be encouraged and helped by generous credit methods on the part of the manufacturer. They are high-grade men and will repay in loyalty the manufacturer who helps them over the first few difficult years. After they get over the "hump" in the road, they come back and stick to the men who first helped them.

But the big store can, and often does, inspire its salesmen with a personal interest. We have one department store in mind in the furniture department of which over one hundred thousand dollars' worth of furniture is sold in a year, with only two salesmen on the floor. But the buyer, in this case, is the explanation of the success of the department. He is always on the job; he keeps his eye constantly on his men; steps in and makes many a sale himself, and is always alive, active and planning further increases. He makes his men feel that they have a personal interest in every sale. He rewards his men with ample bonuses. He keeps them closely in touch and in sympathy with the policy of the house.

It depends largely on the individual store or manager as to whether or not its salesmen feel the personal interest. A distant, repressive policy of handling salesmen will result in the salesmen working hard to hold their jobs to make good. There will be no warmth in their work. If they see the boss but seldom and then only to be criticised and scolded,

'their ardor will not increase. They will do their duty, but they cannot put that surplus energy into their work that comes from enthusiastic devotion to the house and from a knowledge that they are getting a square deal. To make men give you their best you must treat them as men.

The big store and the big business will always suffer a handicap in the face of the tremendous concentration of effort on the part of the small store or business. The thing to do is to modify and minimize that handicap. It can be done through organization, through solid and real interest in the salesmen, so that they will feel the same desire to clinch every sale or rumor of one that comes their way as does the small store.

BALTIMORE CLUB'S NEW QUARTERS

A novelty was introduced at the luncheon of the Advertising Club of Baltimore on Wednesday, April 10, when it occupied for the first time, its new quarters at the Hotel Emerson, in the form of a miniature railroad train, an exact replica in fact, of the On-to-Dallas special which will take more than 100 Baltimoreans to the Dallas Convention in May. More than 200 members of the club were present and interesting addresses on advertising and modern business methods were delivered by O. F. Hershey of Baltimore, and Ernest Suffern of Suffern & Sons, accountants and efficiency engineers in New York.

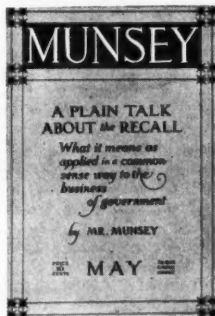
All Baltimore is interested in its Advertising Club's determination to land the 1913 Adclub Convention for the Monumental City. The membership of the Baltimore Club exceeds 400 and new members are coming in at the rate of fifty a week.

While it is now definitely known that more than 100 members of the Baltimore Club will go to Dallas, it is probable that before the On-to-Dallas special pulls out, there will be a great many more.

A. J. Gold, T. Gibson and A. S. Fell, New York, are the incorporators of the Record Exchange and Advertising Company to do a general advertising business. Capital stock, \$100,000.

It has been announced that a combination of Chicago mail-order houses will print and circulate free a daily paper in LaPorte, Ind.

A movement is on foot to organize an ad club at Jacksonville, Fla.



THE readers of
Munsey's
Magazine
buy it because they
like it and want it;
not because the
publisher offers
rate bargains, or
premiums.

**The Frank A. Munsey
Company**

175 Fifth Ave., New York



According to the reports of the Association of American Advertisers, for the six months ending October 31, 1911, more Tribunes were sold daily in Minneapolis than all other local English dailies combined. The total net paid city and country circulation thus reported was 94,103. It has now grown to an average of 98,013 for March, 1912.

The Minneapolis



The Minneapolis Tribune gained more lines of Advertising in 1911, as compiled by the Mail Order Journal, than any newspaper in New York, Chicago, Boston, St. Louis or San Francisco. It alone of all the newspapers of the Northwest gained more than 800,000 lines in 1911.

Minneapolis Tribune

WHY WE DO NOT ADVERTISE OUR GUARANTEE

GIVING THE GOODS THEMSELVES THE OPPORTUNITY OF SAYING THE FINAL WORD THAT SHALL WIN CONSUMER'S CONFIDENCE—HOW THE PURCHASER MAY BE MADE A "BOOSTER" OF A BRAND—COPY THAT DOES NOT TELL THE WHOLE STORY

By *W. J. Stark,*

Advertising Manager of L. Goldsmith & Son (trunks), Newark, N. J.

Why exhaust all your advertising ammunition in the advertisements or in the follow-up? Every manufacturer agrees that the goods themselves condition re-orders and the purchaser's good will. Why not, therefore, leave part of your message for the product itself to tell?

If in the quality of your goods you exceed the expectations of the purchaser who has read your ad and follow-up, it is the more likely that he will be a better "booster" of the product.

On this basis, I planned an advertising campaign for trunks. We were to advertise trunks in the leading mediums as "Good, serviceable trunks that are sold at a price that the consumer can afford and will willingly pay—one hundred different and distinctive styles to choose from, and every style representing the utmost in trunk value at the price." These bare facts were clothed with appropriate human interest illustrations and conservative reason why copy and some talk about an additional registration feature which insured these trunks permanently against loss. The trunks were fully guaranteed by a broad and liberal bond, but nothing was said in any of the advertisements about "guarantee"—we avoided that purposely. We wanted to give the customer something more than he expected.

Each trunk had a numbered brass plate on the top, embodied with our trade-mark, as an identification feature and inside the tray of the trunk was a post card bearing the same number, to be filled in and mailed by the pur-

chaser, when we issued and mailed him an original guarantee bond covering the trunk he purchased.

The purchaser did not know of this guarantee feature when he read the advertisement, and naturally when it was explained to him by the retail salesman, he had confidence in the article and it helped to clinch the sale.

What's more, the merchandise stood up under the guarantee, and made every purchaser an enthusiastic booster and free advertiser. I believe that advertising copy free from "wonderful promises, unheard of values and riches forever" is the only kind, that will hold public confidence and repeat indefinitely with safety.

It is necessary for any business concern to secure the absolute confidence of the public, as surely this is a primary requisite to uninterrupted success. And to precipitate this, the responsibility does not cease with the mere plausible, convincing argument set forth in advertising copy.

It is not enough to convince the consumer that you have a good article which he ought to possess, but it is quite as important that in the possession and use of the article this same confidence be not shattered.

Confidence to be worth anything to an advertiser, cannot be limited to any specific period of time, covered by the life of a piece of advertising copy, as this quality is something that grows, and the mind must constantly be free from doubt and suspicion straight through to the conclusion of a transaction—which means satisfaction with the purchase.

An advertising appeal to tempt human desire should be, in character and argument, sufficiently conservative and reasonable to allow the purchased article, on its own merits, to represent more than the complimentary things said about it. Then the question of creating satisfaction will never hang in the balance.

A line of straightforward copy is the shortest distance between your product and the buying public.

Circulation Is What Advertisers Buy

BE SURE AND BUY THE RIGHT KIND

THE NEWS SCIMITAR of MEMPHIS, TENNESSEE, is the leading and largest afternoon newspaper in the Mississippi Valley South of St. Louis for over 700 miles. It has the largest circulation and is the oldest and best read.

It also has the largest circulation of any evening newspaper in the Mississippi Valley South of St. Louis in a district nearly 800 miles wide.

It has a larger circulation than any newspaper, morning or afternoon, in New Orleans.

It is making greater progress than any newspaper, morning or afternoon, in the Mississippi Valley South of St. Louis in point of adding PAID circulation, and is spending more money to give its advertisers more circulation than any newspaper in the South. This is said advisedly.

It is making a greater GAIN in the City of Memphis and County of Shelby than ever before in its history. On the last day of March, 1912, the NET PAID CIRCULATION of THE NEWS SCIMITAR, in Memphis and Shelby county, was a little over 20,000; the NET PAID CIRCULATION for the first fifteen days of April, in Memphis and Shelby county, was 21,677.

THE TOTAL NET PAID CIRCULATION of THE NEWS SCIMITAR, City and Country, for the first fifteen days of April, 1912, was 41,642, and growing daily.

THE NEWS SCIMITAR carries more LOCAL advertising, WEEK DAYS, month in and month out, than any newspaper, morning or afternoon, in Memphis.

THE NEWS SCIMITAR stands for everything that is best and cleanest, is for Memphis and its territory and its upbuilding.

MR. ADVERTISER, if you want what you want when you want it, and a heaping measure full, you will use THE NEWS SCIMITAR.



Representative

Chicago NEW YORK Boston

General Opinion Relative to Agency House-Organs

Continued from last week's Printers' Ink

THE AGENT'S HANDS SHOULD BE FREE

Our position upon the question of house-organs, or any other method of getting a rebate from publishers, is the one we established when we started in business. We have steadily refrained in all cases from accepting any favors, legitimate or illegitimate, from any of the mediums which we use for our customers' advertising.

We feel that we are in a stronger position to buy space for our customers in that we have no house-organ or any other system of receiving patronage of any kind from any publisher.

Our construction of our position is that we represent our customers, that we are their agents, that as their purchasing agents we buy their space for them, and that it is up to us to buy it at the lowest possible price and in the best possible mediums. Our hands must be entirely free so that we can buy any space required without fear or favor. If we have any influence with any publisher by reason of a large volume of business placed with him, our only use of that influence is to get consideration for our clients' advertising. We do not use such influence to get concessions for ourselves, and every such concession that we have gained, no matter in what form it came, has been used for the client.

Considerable copy is being made out of the fact that some agents have abandoned the house-organ idea. This is all right as far as it goes, but one is sometimes reminded of the fact that more dust was kicked up by the lamb that went astray and came back than by the ninety and nine that never left the fold.

CALKINS & HOLDEN.

MR. MAHIN EXPLAINS HIS POSITION

The articles you are printing regarding the policy recently adopted by us in refusing to accept advertisements for the "Mahin Advertising Data Book" and *The Mahin Messenger*, are creating an impression that we do not feel is quite fair to us.

At no time have we ever felt there was any ethical question involved in our accepting money paid us by publishers or space sellers in connection with the service that we rendered them.

The position we took in excluding advertisements from the "Mahin Advertising Data Book" and *The Mahin Messenger* was based on a much larger and broader stand than the house-organ question.

We have decided that we could increase the efficiency of our service, sharpen the edge of our purchasing

power, and economize our own time, we made a very clear rule governing the relationship of publishers and space sellers with us.

We decided that, if a publisher's space seller came into our office and we did not know whether he was acting as a customer or as a salesman, we lost a great deal of time in finding out just what his mission was.

By refusing to place any business whatever for publishers or space sellers, dealers in advertising material, we accept from them any orders to do work for them, we immediately clarify the situation.

In adopting this policy the advertisements in the "Mahin Advertising Data Book" and *The Mahin Messenger* had to be excluded as a matter of course.

So far as we know the Mahin Advertising Company is the only organization placing advertising that will not accept publishers as customers.

Yet, this principle has been followed for years in the banking business. It is no uncommon thing for certain leading bankers to borrow money from other banks than their own, but it is pretty generally understood that the best banks do not discount any part of its officers or directors.

Mr. David R. Forgan, President of the National City Bank of Chicago, made a statement some years ago that he never knew of a bank failure where one rule was religiously kept, and that rule was that, no official of the bank ever was permitted to borrow money from the bank.

This action in excluding as customers publishers, space sellers or dealers in advertising supplies, was not actuated by the suggestion of any customer of the Mahin Advertising Company, even after a discussion of this matter with them.

It is our honest conviction that the talk of our competitors, publishers or space sellers had absolutely nothing whatever to do with our taking this stand. It was wholly the example of precepts of such men as Mr. Forgan that prompted us in taking the action that we did.

MAHIN ADVERTISING COMPANY,
John Lee Mahin, President

"PRIVATE GRAFT"

1. To question (1) in your inquiry of April 10, I answer, no. I come in intimate contact with many newspaper publishers and practically all the representatives who are soliciting advertising for the various publications. There is no mistaking the honest attitude of publishers to the proposition no matter what their public declarations may be. I have yet to find a publisher or publisher's representative who in the

Brooklyn, Queen of Home City Markets

Do Brooklyn people read any other but Brooklyn papers? Yes, of course, many do—*en route home or to work*. It is simply additional proof of Brooklyn breadth of mind, for New York has some great newspapers of national scope.

But in Brooklyn homes, at leisure, and for the especial benefit of the housewife (the important person from the advertiser's standpoint) the **Brooklyn papers** are read, with a sense of personal touch and interest impossible with any outside paper.

Several large advertisers have made private house to house canvasses to satisfy themselves on this important point and have not failed to write letters of appreciation and satisfaction with the conditions they proved—that nearly all Brooklynites read Brooklyn newspapers with unvarying faithfulness.

Do many Brooklyn people take **only** Manhattan newspapers? There are some, but it is hardly necessary to point out that they are not the representative homes and citizens, nor represent the intelligent, prosperous class that has property, social and mental interests which are most efficiently served **only** by Brooklyn newspapers.

People who use Brooklyn simply to sleep in at first, are usually soon made over into real Brooklynites, because Manhattan's abnormal conditions are left behind.

The combined family appeal of the Brooklyn newspapers and the broader social interests they foster are an irresistible force which can work for **your** goods as it has for other famous products.

Brooklyn Citizen

Brooklyn Daily Eagle

Brooklyn Freie Presse

Brooklyn Standard Union

Brooklyn Daily Times

Only Brooklyn Papers Cover Brooklyn Homes

New Wealth From Waste in The South

"The Most Prosperous Section
of the World."

In 1880 the capital invested in the Cotton Seed industry of the South was only \$3,862,300, and the value of its crude products was \$7,690,921. The total value of production in 1910 was \$142,710,000.

Not many years ago the Cotton Seed of the South was a "waste product." After planting, the remainder was used as fertilizer or burned.

Coke has also taken a high place in the South during recent years. The South now produces almost one-fourth of the annual output of the United States.

These are just two instances of how the South is progressing.

It will pay you to advertise in the South. Use these papers:

ALABAMA

Birmingham Ledger (E)
Mobile Register (M & S)
Montgomery Advertiser (M & S)

FLORIDA

Jacksonville Metropolis (E)

GEORGIA

Albany Herald (E)
Atlanta Constitution (M & S)
Atlanta Georgian (E)
Atlanta Journal (E & S)
Augusta Chronicle (M & S)
Columbus Ledger (E & S)
Macon News (E)
Macon Telegraph (M & S)
Savannah Morning News (M & S)
Savannah Press (E)

KENTUCKY

Louisville Courier-Journal (M & S)

LOUISIANA

New Orleans Item (E & S)
New Orleans Picayune (M & S)
New Orleans States (E & S)
New Orleans Times-Democrat (M & S)

NORTH CAROLINA

Charlotte News (E & S)

SOUTH CAROLINA

Charleston Post (E)
Columbia State (M & S)

TENNESSEE

Chattanooga News (E)
Chattanooga Times (M & S)
Knoxville Journal & Tribune (M & S)
Knoxville Sentinel (E)
Memphis Commercial Appeal (M & S)
Memphis News-Scimitar (E)
Nashville Banner (E)

TEXAS

Houston Chronicle (E & S)
San Antonio Express (M & S)

VIRGINIA

Richmond Journal (E)
Richmond News Leader (E)

**Combined Circulation Nearly a
Million**

confidence would not acknowledge that the advertising they were compelled to do with the advertising agencies was pure graft and of no direct benefit to them.

2. To this question I would answer, yes. Reasons why such tactics lessen the efficiency of an agency and weaken its influence with clients could be multiplied indefinitely when you consider that both the newspapers and the clients of agencies regard the methods used by the agencies in soliciting business for their own publications, pure graft, and when you consider further that the patronage could not be obtained except through the leverage that the agencies have over the publications, there seems little use for extended discussion.

3. The closer a railroad sticks to its own line of business as a common carrier, the better it will be for such corporations and the public at large.

I subscribe for PRINTERS' INK five years in advance and I read the magazine regularly. Regardless of what I think of the publication in other ways, I always have the feeling that it is not the prejudiced house-organ of some advertising agency, but stands on its feet as an independent publication, the same as other standard leading magazines.

DEERE & COMPANY,

Moline, Ill.

Department of Publicity.

Frank D. Blake, Director.

REFLECTS UPON ALL AGENCIES

We do not believe in house-organs for advertising agencies which accept any kind of advertising whatever, and we quite agree with the statement of the Canton Manufacturing Company that the loose methods of some advertising agencies have brought the whole advertising business into bad repute with conservative business.

Any source of income to an agency which is as questionable as house-organs which accept advertising reflects upon all advertising business. It is quite as reprehensible as it would be for a purchasing agent to engage in a personal business on the side buying his goods for the personal business from the very houses that he was buying from as purchasing agent. This is the whole thing in a nutshell.

WALTON ADVERTISING & PRINTING CO.,
Boston, Mass.
Perry Walton.

PUBLISHERS PLEASE ANSWER DIRECT

We are not aware of any place where we have been shut off from any particular favors on account of our agencies having house-organs, that is, we don't know of any particular case.

In considering this matter, it brings up the question in our mind as to what position the papers take toward advertising in the organs. Do they consider it good publicity? Does it pay them? Do they spend the money in these house-organs under protest, either inwardly or outwardly? Do they feel they are getting their money's worth or do they figure it is a contribution

and something to give them a stand-in with the agency? Do they figure that they have placed the agency under obligations to them or do they figure that the space they use is worth the price and is a good investment?

If they look on the amount they pay for this space as a contribution or as an expense unwarranted by the returns, then our opinion is that the house-organ would naturally prevent the agency from getting as much for his client as he could otherwise.

In regard to your question 3. We hardly think there is a comparison. To make the case parallel, the agency would have to run their house-organs for the personal benefit of some individual and not for the benefit of the business as a whole.

ROCK ISLAND PLOW COMPANY,
Rock Island, Ill.
M. S. Shepard, Advertising Manager.

SIGNIFICANT

[Ed. Note:—We are not permitted to name the writer of the following letter but we can say that he is the president of a large and famous manufacturing concern formerly placing its advertising through a house-organ agency but now doing business through other channels.]

The two editorials in March 21, PRINTERS' INK, "Sharpening the Buying Edge," and "Dulling the Buying Edge," are most interesting to every business man who buys advertising. Your three questions will show up the whole matter.

Question No. 1, I would answer by saying no agency can aggressively solicit advertising from publishers carrying my business without dulling their "buying edge" when they get ready to use it in my behalf.

Question No. 2, I would answer by saying that these tactics must inevitably lessen the agency's efficiency to its client.

Question No. 3, I presume, is merely illustrative, for a railroad purchasing agent issuing a house-organ for his own interest is just the same as the agency issuing a house-organ for its own interest. No man can serve two masters.

You are perfectly free to publish this, but for special reasons I do not care for you to use my name, or indicate from whom this reply comes.

THE ADVERTISER IS BEGINNING TO TAKE NOTICE

In reply to your letter asking what we think of the house-organ for advertising agencies, would suggest that the publishers themselves who buy this advertising are the ones to consult if you want pointed and emphatic information. As we have never published anything of the kind it would be very easy to sit back and throw bricks at those who have, but after all, this particular form of rebate is not ideal, as it is so plain that he who runs may read and the advertiser is beginning to say unpleasant things about it.

It surely does take nerve to cut off a big source of revenue like this and congratulations are due whenever



The mere statement that THE NASHVILLE DEMOCRAT leads the other Nashville newspapers in volume of local advertising carried means nothing to a general advertiser or advertising agent unless he knows and takes into consideration the fact that

The Nashville Democrat

began publication Sept. 20, 1911, as the result of an unprecedented popular demand that instantly reflected itself in an immediate circulation of over 25,000 copies daily.

Local business men, merchants and others, who depend upon effective publicity to thoroughly, economically, and at the same time harmoniously cover the only field open to them, quickly seized upon the advertising columns of this remarkable newspaper, and have used them liberally from that day to this.

This talk is directed to the general advertiser and advertising agent, who with less at stake has been proportionally less interested and slower than the man right on the spot, to take advantage of the opportunity for intensive advertising in Nashville.

The flat rate of five cents per agate line, one agate line or a million, it seems to us, presents what should be an irresistible invitation.

The examination just made by the A. A. A., the complete report of which we seek an opportunity to lay before you, bears out every circulation statement made.

We are at your service, any time, anywhere.

THE JOHN BUDD COMPANY

Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

t happens. But as in the case of the prodigal son, it seems to us that some credit is due to the fellow who stayed at home and sawed wood.

If it were possible to eliminate every kind of rebate and favor from publisher to an advertising agent, the result would be that quite a number of rate cards would be reduced or else certain publications would suddenly become lean. Such a condition will never exist this side of the millenium, but if the man who is paying the addler, namely the advertiser, will take the trouble to know that every dollar of his money goes for space and service and nothing else, it will not be long before causes for complaint will be few and far between. There will be fewer advertising agencies and more real money for the advertiser, the publisher and the agent because a saving has been accomplished where there was a waste.

MALLORY & MITCHELL,
Chicago, Ill.
H. H. Mallory.

HAS ISSUED A CIRCULAR OF HIS OWN ON SAME SUBJECT

Your letter of March 12 received, and as regards the editorial which appeared in *PRINTERS' INK* will say "them's my sentiments."

I heartily agree with every argument set forth in the article, and am enclosing a little circular which I got out that gives my ideas in the matter.

F. A. GRAY ADVERTISING CO.,
Kansas City, Mo.
F. A. Gray.

IT'S A GOOD THING TO KEEP YOUR OWN SELF RESPECT

The agency house-organ is a pest to the advertising business.

We look upon publishers' advertising in these house-organs as a means of graft employed by the agency, to the detriment of the agency's customers.

We believe the publisher appreciates the agency which does business on the square, and will recognize such agencies by extra care given to the matter of position. In this way the customer gets the benefit of the agent's decent practices.

There is no question in our mind but that the agency which accepts financial favors from publishers not only lowers its own efficiency, but also loses its independence and self respect.

GARDNER ADVERTISING COMPANY,
St. Louis, Mo.
H. Gardner, President.

DOWN TO FIRST PRINCIPLES

THE ARKENBERG-MACHEN COMPANY
Toledo, Ohio.

Until the question is decided once and for all whether advertising is a profession or a business—whether it is science or simply a commercial occupation—you are going to be harassed with mighty perplexing problems.

If you decide that it is a profession you might appoint a few of the elect to draft a set of rules of morality or ethics.

Then, dammit, you can make all the others ethical.

If advertising is a business, you'll have to put up with the "marketing," or else change the whole system, and demand all other businesses to do the same, so that profits will not be secured in the clever ways they have been in the past five thousand years.

Personally, I think that the advertising agent or jobber who publishes a house-organ, and receives donations for it from the publisher or manufacturer, cannot give unbiased advice to his clients or customers.

"Unbiased advice" meaning *FACTS and absolute truth—morality based on the laws of God*, if you're talking about ethics.

EDWIN A. MACHEN.

"THIS REMINDS ME"

The query brings up the subject as to whether a publisher who does considerable advertising and places it for insertion through various advertising agents, in this way comes within the circle of those who, because giving "financial favors," likewise expect reciprocation—and if so, do they get it?

THE LOTUS ADVERTISING COMPANY,
J. Rosenbaum, President.
New York.

WASHINGTON CLUB ELECTS NEW PRESIDENT

At the meeting of the Washington Ad Club, of Washington, D. C., April 9, Granville M. Hunt, president, resigned his office owing to pressure of business. This the Ad Club very much regrets. Walter McDonnell, the treasurer, was elected president to succeed Mr. Hunt, and H. Kirkus Dugdale was elected to the treasurership of the club. E. F. Roberts, treasurer, V. B. Holman, solicitor, and F. J. Kaus, office manager of the Washington Advertising Agency, were elected members.

The ad men are assuming great activities in Washington, and give great promise of making themselves a felt and known factor in Washington, as well as through the South, for whose development they are now planning an extensive campaign.

An envelope campaign has been started and an electro will be furnished to all Washington business men who will print it on their envelopes free of charge. The club will send a delegation to the convention at Dallas.

C. L. WATSON JOINS AGENCY

C. L. Watson, for the past four years in charge of the advertising for the Krohn-Fechheimer Company, Cincinnati, makers of the Red Cross Shoe, has severed his connection with that company to become manager of the Inland Advertising Agency, McCormick Building, Chicago, Ill. Mr. Watson has been a frequent contributor to *PRINTERS' INK*, and has been a speaker before ad clubs often the past year.

WITH the June issue of
Munsey's Magazine,
the price will be advanced from
ten to fifteen cents a copy.

Mr. Munsey gives his reasons
for this advance in the May
issue of Munsey's Magazine.

THE
FRANK A. MUNSEY
COMPANY

THE FARMER AND HIS FOLLOW-UP

MAKING IT EASY FOR A POOR CORRESPONDENT TO ASK FOR FURTHER INFORMATION — NECESSARY TO RECOGNIZE THAT THE FARMER IS HIS OWN WORKMAN — RESULT GETTING FOLLOW-UP IS EMBODIED IN ONE CAMPAIGN SERIES

By C. H. Clark,

Advertising Manager of the Goulds Manufacturing Co. (Pumps, Sprays, etc.), Seneca Falls, N. Y.

There are two general characteristics, common to all farmers, that should be taken into account in all follow-up matter planned to get business from this class:

1. The farmer is notoriously a poor correspondent. Unlike other business men, his daily work does not make commercial correspondence a necessity; and quite naturally he has not become accustomed to handling business transactions by mail. As a consequence, a letter which would mean but a few moments' time to the average business man, appears such a task to him that he would "hitch up" and drive five miles to town for information rather than attempt to get it by writing.

2. The average farmer is the most versatile type of workman. He has become so accustomed to doing things for himself that it rarely occurs to him to employ the services of expert specialized workmen for any of the ordinary jobs that come up. If his barn needs a new coat of paint, he assumes the rôle of painter; if it needs a new roof, he and his neighbors assume the rôle of carpenters. He is his own engineer, plumber, installer, or whatever the occasion requires. In nearly every case we can assume that he will want to do the work himself or that he will at least want to supervise the job whenever he puts in new equipment of any kind.

With these facts in mind, to prepare a follow-up that will appeal to the farmer, the manufacturer must assume in the beginning that practically all of the

corresponding will have to be done from his end. He shouldn't plan to any great extent upon the farmer supplying him with such advance information as he would like to have before making recommendations. It is up to the manufacturer rather to assume probable conditions and make suggestions based upon these assumptions.

In some lines where there are only a few types of equipment, not of a very technical nature, and this equipment remains practically the same for all cases, it is not such a difficult proposition for the manufacturer to do this. In a line like that of The Goulds Manufacturing Company though, where there are up in the hundreds of different types of pumps and each type is adapted to meet a special set of conditions, it is obvious that the proposition is somewhat complicated.

The line of pumping equipment for irrigation and water supply for the house, barn or trough can be put under four general classes: pumps to be operated by hand, those to be operated by windmill, those to be operated by gasoline engine or other power drive, and hydraulic rams which operate automatically by the flow of water from the source of supply to the ram. Under each of these classifications there are a large number of types of pumps, the type that is suitable depending upon the source of supply, whether spring, lake, running stream, shallow well, deep well, artesian well, cistern, etc. The height the water has to be lifted, the height it has to be forced, the quantity needed, the distance it has to be piped, etc., also affect the type of equipment that must be used.

The other line of equipment sold to agriculturists, sprayers, is not subject to so many complications as the water supply line, but here too, there are a great many factors to be considered. There are about twenty-five different types of hand and power sprayers, each of which is adapted best for some particular set of service conditions. The class of crop to be sprayed, whether fruit trees,

Farm, Stock & Home

MINNEAPOLIS, MINN.

Tells its subscribers about schemes that are launched to get their money.

In a single recent issue it had three such articles.

This policy can have but one result, that of binding its subscribers closer to it, making them swear by it, look to it for guidance, and follow its teachings.

Of course, it has another result, incidental to the first—but of great importance to both Farm, Stock and Home and advertisers. That is, its subscribers give preference to advertisers in its columns when buying.

102,000 circulation

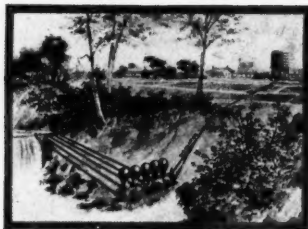
40 cents a line flat

You cannot equal this circulation either in size or quality anywhere else at this price.

vines, small fruits, vegetables, field crops; the acreage to be covered, etc., all affect the type of sprayer that should be used.

In the interest-creating matter, and especially in the direct-by-mail matter, an effort is made to get the inquirer to give one or

GOULDS HYDRAULIC RAMS



BATTERY OF GOULDS RAMS RAISING WATER FOR RAILROAD

Suggestions for Selecting the Proper Size Ram

In order to determine the size required for certain duties the following data should be obtained and measurements made as shown in Plate I.

1. Quantity of water, in gallons per minute available for supply.
2. Quantity of water, in gallons required at discharge in 24 hours.
3. Vertical fall in feet, from supply to discharge of ram "A."
4. Distance from supply to ram "B."
5. Vertical distance from ram to point of discharge "C."
6. Required length of discharge pipe from ram "D."

With this data in hand, the proper size of ram can be determined by referring to table on page 11, or if peculiar conditions are encountered we will be pleased to give full particulars with data mentioned above.

THE FARMER WANTS TO KNOW HOW AN ARTICLE WORKS AND HOW IT MAY BE INSTALLED

two brief facts concerning his service conditions. In the follow-up, however, we do not bank to any great extent upon receiving this desirable information. The aim is rather to make the follow-up material so complete that all conditions will be covered and the farmer will be enabled to tell from it which equipment he should have.

The principal piece in each follow-up is a book which covers the whole ground. Each set of conditions is covered as nearly as possible, in a separate section, and under the same section the pumps suitable for this set of conditions are described fully. The matter is handled in such a way that the reader will recognize his special conditions and will at once see which types of pumps are available for his purposes. To take care of the conditions such as depth of well, etc., which are special to each case, a question blank

is enclosed. This feature proved especially valuable, while it is practically impossible to get the farmer to write a letter answering questions, welcomes the question blank which he can easily give the required information, and which relieves him of the bugbear of letter writing.

The various form letters used in the follow-up are laid out along the same lines suggestions being made to aid the farmer in making his selection. Sometimes enough information is given in the inquiry to enable us to make a close assumption of actual conditions, but in every case he is referred to the book and the importance of following the instructions therein is pointed out. It is also urged to fill out the question blank. Through the effort is to place the proposition before him so clearly that he will know the equipment that

The "Standard"
Pat. 100,000,000
With a Rotating Air Chamber

This pump can be installed without the air chamber and has been so for years.

The price given after "Pump with Rotating and Flow Chamber" includes a hose from the pump to the well, and also includes the rubber pipe or tubing. The price given after "C.C.C. and Air Chamber" includes the pump, the rubber pipe or tubing, and the air chamber. These pumps will be installed at same price and delivery.

	1/2 in.	3/4 in.	1 in.	1 1/4 in.	1 1/2 in.	2 in.	2 1/2 in.	3 in.	3 1/2 in.	4 in.	4 1/2 in.	5 in.	6 in.	8 in.	10 in.
Model A	\$1.00	\$1.25	\$1.50	\$1.75	\$2.00	\$2.25	\$2.50	\$2.75	\$3.00	\$3.25	\$3.50	\$3.75	\$4.00	\$4.25	\$4.50
Model B	\$1.00	\$1.25	\$1.50	\$1.75	\$2.00	\$2.25	\$2.50	\$2.75	\$3.00	\$3.25	\$3.50	\$3.75	\$4.00	\$4.25	\$4.50
Model C	\$1.00	\$1.25	\$1.50	\$1.75	\$2.00	\$2.25	\$2.50	\$2.75	\$3.00	\$3.25	\$3.50	\$3.75	\$4.00	\$4.25	\$4.50
Model D	\$1.00	\$1.25	\$1.50	\$1.75	\$2.00	\$2.25	\$2.50	\$2.75	\$3.00	\$3.25	\$3.50	\$3.75	\$4.00	\$4.25	\$4.50
Model E	\$1.00	\$1.25	\$1.50	\$1.75	\$2.00	\$2.25	\$2.50	\$2.75	\$3.00	\$3.25	\$3.50	\$3.75	\$4.00	\$4.25	\$4.50
Model F	\$1.00	\$1.25	\$1.50	\$1.75	\$2.00	\$2.25	\$2.50	\$2.75	\$3.00	\$3.25	\$3.50	\$3.75	\$4.00	\$4.25	\$4.50
Model G	\$1.00	\$1.25	\$1.50	\$1.75	\$2.00	\$2.25	\$2.50	\$2.75	\$3.00	\$3.25	\$3.50	\$3.75	\$4.00	\$4.25	\$4.50
Model H	\$1.00	\$1.25	\$1.50	\$1.75	\$2.00	\$2.25	\$2.50	\$2.75	\$3.00	\$3.25	\$3.50	\$3.75	\$4.00	\$4.25	\$4.50
Model I	\$1.00	\$1.25	\$1.50	\$1.75	\$2.00	\$2.25	\$2.50	\$2.75	\$3.00	\$3.25	\$3.50	\$3.75	\$4.00	\$4.25	\$4.50
Model J	\$1.00	\$1.25	\$1.50	\$1.75	\$2.00	\$2.25	\$2.50	\$2.75	\$3.00	\$3.25	\$3.50	\$3.75	\$4.00	\$4.25	\$4.50

The price given after "Pump with Rotating and Flow Chamber" includes a hose from the pump to the well, and also includes the rubber pipe or tubing. The price given after "C.C.C. and Air Chamber" includes the pump, the rubber pipe or tubing, and the air chamber. These pumps will be installed at same price and delivery.

DETAILS REGARDING PRICES AND EQUIPMENT ARE NECESSARY TO INTEREST THE FARMER

should be selected, and will be able to order without any unnecessary correspondence from end.

To meet the second characteristic referred to in the third paragraph—his preference for a thing he can easily install himself—the follow-up books contain

complete instructions on installation and operation. Pictures and diagrams are used freely to simplify the descriptive matter, and the whole proposition is made so simple that no farmer would feel any hesitancy about undertaking the work.

This is a factor which undoubtedly has a very great influence with the farmer, and is one that has been tried out and proved successful in many other lines of business. A notable example is the type of campaign being carried on by the telephone manufacturers who are advertising to get the farmer to organize and install farmers' telephone systems. They have prepared booklets which explain fully how to install the system, from setting the poles to wiring in the telephones and testing them out. Many of them go still farther and tell how to organize the company, finance it, divide the management, and provide model by-laws, etc. The appeal of the educational copy in the farm papers is concentrated

upon this feature. He is induced to write for the book and it is felt that the information it gives him about the ease with which he can have a system is as strong an appeal as can be made to induce him to go into the matter.

The vast number of farmers' systems that have been organized and the enormous number of telephones that have been sold for this service since these campaigns have been launched is evidence of the appeal's effectiveness.

The dealer is a very important factor in these campaigns, and his co-operation is fostered in every way. Being close to the customer he is in position to give exceptional assistance, and campaigns are directed to the dealer keeping him in touch with the work we are doing, and showing him how best to take advantage of it with follow-up material we furnish him. By local advertising campaigns, special demonstrations, etc., many of these dealers have shown their willingness to help in the educational work also.

H.E. LESAN ADVERTISING AGENCY

We would be judged by
all as we are judged by
those whom we serve

General Offices
381 Fourth Avenue
New York

Branch Office
Old Colony Building
Chicago

A SAMPLING "KIT" FOR GROUP OF PRODUCTS

A CHICAGO PERFUMER, AFTER FEELING HIS WAY DURING THE PAST YEAR, IS NOW READY FOR FULL STEAM AHEAD—HIS ADVERTISING SUCCESS DUE TO CENTERING UPON A SAMPLE TOILET KIT CONTAINING FOUR OF HIS BRANDS—A FORM LETTER TO ADVERTISING MEN

By Laurence Griswold.

For over a year the Allen B. Wrisley Company, of Chicago, makers of toilet preparations have been slowly but very surely extending business by means of a carefully marked out advertising campaign centering around a unique sample. This concern started in a modest way and has rigidly adhered to its initial plans. While the money which went into the advertising was limited, the results after twelve months of activity are very marked. The fact that the advertising manager of the toilet goods manufactory is also assistant sales manager of the establishment, accounts in a large measure for the close dovetailing of sampling with sales, and has gone a long way toward insuring success for the limited campaign.

Not only has the advertising manager been content with devising letters of a pulling sort, but whenever a salesman fell down, the man in charge of the appropriation went into the field with the idea of showing what hard work would mean in order-taking. And he has usually

cleaned up a territory in about one-half the time the faltering salesman had previously deemed necessary.

Quite recently the Wrisley people decided there was a trade opening for a perfumer who would put up a line of good toilet water, talcum powder, cold cream to be sold at popular prices. This manufacturer laid emphasis on the fact that his wares were as good, if not better, than many of the importations. "I'll prove it," thought he, "by putting my goods in the hands of prospective customers in such a manner that they will make a very striking appeal."

And very naturally sampling was selected as the method for carrying out the idea.

This decision necessitated the selection of a sample thought to be most effective. It was a hard matter to pin the firm's faith to the perfume to the exclusion of the toilet water, talcum and soap, but it was harder still to select any of the three just mentioned

and exclude the other lines. The problem was solved by designing a miniature kit containing all four products. The postage on the collection amounted to more than on an individual sample, to be sure, still a prospect might not be a perfume user, but become a steady buyer of the soap.



Small display advertisements contained a coupon by using which an in-

quirer asked the Wrisley people to send a miniature toilet kit, and mentioned the fact that fourteen cents in stamps were enclosed. The coupons insisted on a dealer's name being given before ap-

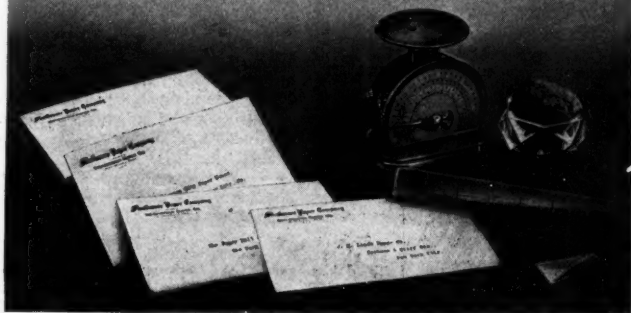




THE FOUR-FOLD SAMPLE WHICH EXPANDED A BUSINESS

STRATHMORE PARCHMENT

A letter written on Strathmore Parchment is entrusted to the  mail with confidence. You feel it will receive careful consideration. Strathmore Parchment costs but $\frac{1}{3}$ of 1¢ more per letter than ordinary paper. Isn't quality that inspires such confidence worth this trifling extra cost?  Your Printer will show you the Strathmore Parchment Test Book - or one sent free on request.

THE STRATHMORE PAPER CO.
Mittineague, Mass., U. S. A.



 The "Strathmore Quality" line includes high caste papers for artistic printing 



New York Advertising Men's Special Train to the

Dallas Convention

Duplicate Equipment
of the Famous
**SOUTHWESTERN
LIMITED**

**Leaves New York
Thurs., May 16**

Lv. New York 4.00 p. m.; Albany 6.40 p. m.; Syracuse 9.36 p. m.; Rochester 11 p. m.; Ar. Dallas Sat., May 18, 6.00 p. m.

Buffet Car, Compartment and Open Section Sleepers, Observation Car and Dining Car.

Advertisers and all others who are interested in advertising are invited to go with the New York delegation on this special train.

Here is an opportunity to meet men worth knowing—to investigate the vast Texas market and its advertising possibilities.

**The real Convention
begins at Grand Central
Terminal, Thursday,
May 16, 4.00 P. M.**

For fares or other information consult

W. V. Lacey,
G. E. P. A.
1216 Broadway,
New York



S. E. Leith, 200 Fifth Avenue, New York

plicants would be entitled to a sample.

Immediately upon receipt of such coupons the perfume concern sent a letter to dealers whose names had been mentioned. In these letters the manufacturers told how they had cut sufficiently below the cost price of the samples to allow dealers to make a fair profit on the handling of the samples. In other words the manufacturers stood ready to present to dealers the money loss in an endeavor to give prospects a chance to use the goods. This frank statement went a long way in gaining dealer confidence.

One might conclude that the cost for an inquiry in a method like the one outlined would be rather high. The Wrisley people however, have little faith in the methods usually pursued in determining such costs. "If the woman who received the sample locked herself up in a room forever after," said Will B. Kopald, the assistant sales and advertising manager the other day, "then we could see at once the exact cost. But she doesn't. When she is convinced by actual trial that our goods have real merit she tells her household about it. In turn the reading clubs, sewing circles, and so on are informed. And one sample package may easily produce business to such an extent that the so-called 'cost per inquiry' would mean nothing at all."

In order to ascertain just what sort of a test the sample kit met with in the better classes of homes, Mr. Kopald recently conducted a form-letter experiment of interest. He took for his mailing list the membership roll of three advertising clubs between Buffalo and Chicago. To the addresses obtained in this way a letter was sent of which the following is the last paragraph and explains the mission:

This sampling stunt cost the house a bunch of money and as they are a little bit dubious about the returns on the venture and as I don't fear facing facts, I will appreciate your prompt answer (without any respect for my feelings), giving me the facts.

This letter went to the advertising men unsigned. And it created a good bit of interest as was intended. Replies were received from men in charge of some of the largest advertising appropriations. Of course they used the omission of Mr. Kopald's name as an introduction, and did a little roasting at the start. But practically every reply was filled with sincerity, and the composite opinion showed the samples were landing in the homes and were proving the means to more sales. Wisley letters do not stop with the form species though.

In Cleveland a week or so ago, arrangements were made whereby a chain of stores agreed to handle the line of toilet goods. A part of the understanding was that quantities of samples would be distributed to customers. Instead of being content with the knowledge that the stores were going to give out samples, a personal letter sent to the manager of each store insured a cor-

rect handing out of the goods. In the message the store manager was told exactly how much each sample cost, the waste involved if the miniature kits were doled out in handfuls, and how the best results could only be obtained by making the value of the sample apparent to those who received them. It is such steps as these which have gone toward making the campaign successful where more expensive undertakings of a like nature have fallen down.

"Our results have been such that we intend to gradually expand from now on," explained Mr. Kopald. "Our increase in sales might well be judged by using Detroit as an example. Last year where we didn't sell enough soap to pay freight we are now shipping large quantities."

Clyde S. Moss, for the past year advertising manager of the El Paso (Tex.) Times, has gone into the special edition field and is now engaged with the San Antonio Express. A. E. Koehler has succeeded him on the Times.

POST CHICAGO

You will reach 5,000,000 people every day—residents and transients—and you can cover every avenue of transportation, and every section of the most wonderful city of the world.

Pictures are the Shorthand of Advertising

Men, women and children always read pictures.
They are read at a glance.
That is why posters are so superlatively effective.
Let us talk it over with you.

American Posting Service

***B. W. ROBBINS, President
Chicago, Ill.***

EVERY sign on a store is a declaration of belief in Outdoor Advertising.

Every window display is proof of the need of attracting the passer by.

But the sign on the store and the window display call attention only to those who pass one way while **THE POSTER** carries a message to every part of the city and state and country.

To sum it **THE POSTER**

does the most for the least, and v

*If you are interested, please write us. Our organization supplies c
United States and Canada. We have nothing to sell the serv*

POSTER ADVERTISING ASSOCIATION, 16

OFFICIAL POLIC

Associated Billposters' Protective Co.....	147 Fourth Ave., New York City	Mass
N. W. Ayer & Son.....	300-308 Chestnut St., Philadelphia, Pa	Ivan
George Batten Co..	Fourth Ave. Bldg., Fourth Ave. and 27th St., New York City	The
A. M. Briggs Co.....	1108 Hippodrome Bldg., Cleveland, Ohio	Geor
Geo. L. Dyer Co.....	42 Broadway, New York City	Henr
Mahin Advertising Co.....	American Trust Building, Chicago	J. J.

TO get *to* the people is the first thing. To get to them impressively is next.

Is there any discounting the impressiveness of good poster advertising? There is not.

Space, color, prominence of position—all are available with the poster. And the concentration possible—together with the rate—makes some high priced, widely scattered advertising seem very extravagant.

mit all up:

POSTER

ast, and where it ought to be done.

ization applies complete information, rates, etc., for any part of the to see the service is free.

ATI, 1620 Steger Building, CHICAGO, ILL.

ICIAL SOLICITORS:

ork City	Massengale Advertising Agency.....	Atlanta, Ga.
phia, Pa.	Ivan B. Nordhem Co.....	Bessemer Building, Pittsburgh, Pa.
ork City	The Crockett Agency.....	Maison Blanche Bldg., New Orleans, La.
nd, Ohio	George Enos Throop, Inc.....	1516 Tribune Bldg., Chicago, Ill.
ork City	Henry P. Wall.....	John Hancock Bldg., Boston, Mass.
Chicago	J. J. Sheehan.....	San Francisco, Cal.

The Sun Shines 8 Times Out of 10 Chances and There's Just Enough Rain

Rain is just as necessary as sun to growing crops.

No two opinions about that.

A mean annual rainfall of 20 inches is imperative for *certain* agriculture.

In Kansas, Oklahoma and Missouri the mean annual rainfall is 32.8 inches.

And sun?

Lord! There's enough of that!

It is not a scorcher though—except once in a while when it takes a little flier.

The mean annual temperature is 57.3°F.

The result?

They grow almost everything in this territory of
THE WEEKLY KANSAS CITY STAR.

Its readers grow Indian corn, wheat, cotton, oats, hay, pears, plums, apricots, cherries, strawberries, gooseberries, cabbages, onions, sweet pota-

atoes, tomatoes, cucumbers, blackberries, currants, barley, buckwheat, flax, tobacco, beans, castor beans, peanuts, pecans, sorghum cane, sugar cane, grapes, apples, watermelons, muskmelons—a n d cows, horses, mules, sheep and poultry.

They are more nearly eco-
nomically independent than
any other states in the Union.

Interested?

The Weekly Kansas City Star

**Read by 275,000 of
America's Richest Farmers**

**An "Original" Farm Journal—There's No
Substitute for The Weekly Kansas City Star**

New York, 41 Park Row

Kansas City, Mo.

Chicago, Hartford Bldg.

FINDING A STORY FOR THE AD

WHAT IS A STORY?—EXAMPLES OF STORY ADVERTISING FROM RECENT COPY—A COMPARISON WITH "OPINION" ADVERTISING—A VITAL CONSIDERATION IN GETTING PEOPLE TO READ ADVERTISING

By Charles C. Casey.

"Henry Miller, age thirty-six, was crossing a street in the downtown section of Chicago the other day, when he was struck by an automobile and badly injured."

Decorate that paragraph with a picture of an excited crowd in the middle of the street, with skyscrapers in the background, and you have an advertisement for the Travelers' Insurance Company.

Have you noticed the ads which that company has been running in the popular magazines of late? I'll wager my old worn-out hat, against a new one, that you have not only seen these ads but have caught the argument in every one which has appeared in the publications you read.

The Travelers' Insurance people have gone the "put-a-story-to-your-ad" enthusiasts one better by putting their ads in the story. A good many advertisers have taken the hint and have begun to put stories in their ads. A few are now putting "their ads in the stories."

The Travelers' Insurance Company recently ran a photograph of City Hall Park, New York, showing a big tree which had fallen across the sidewalk. In the foreground are a score of men looking at the tree.

Underneath, headed by the caption, "A Strange Catastrophe," is the story of this tree, telling how three persons were seriously hurt and a score of others slightly injured when this tree fell without warning across the path of hundreds of persons hurrying home from work.

Then they had five short, happy little sentences and a coupon at the bottom.

Maybe it's the ad; maybe it's

the story; but there's something inside the border which makes you want to sign the coupon and put it in the mail-box.

And by the way, that's the only purpose of any ad—to make the reader do what the ad says.

If you haven't signed one of the Travelers' coupons—well, it's probably because you have been "Aetna-ized."

The way the Aetna people drive home those railroad smashups—and they certainly come often enough—has a tendency to make a fellow feel like there might really be some value in an accident policy.

That photograph in all of the popular magazines showing a group of engineers locating the exact center of population of the United States, properly connected



From a Photograph Showing the Last Day in Locating the Exact Center of Population of the United States.

"The Center of Population"

A Title that Fits Every Bell Telephone

From the census of 1910 it is found that the center of population is in Bloomington, Indiana, latitude 39 degrees 19 minutes 12 seconds north, and longitude 86 degrees 32 minutes 20 seconds west.

"Half the people in the United States were to be assembled in one place, the center of population would be the point which they could reach with the minimum aggregate travel, assuming that they all traveled in direct lines from their residence to the meeting place."

—U. S. Census Bulletin.

This description gives a word picture of every telephone in the Bell system.

Every Bell telephone is the center of the system.

It is the point which can be reached with "the minimum aggregate travel," by all the people living within the range of telephone transmission and having access to Bell telephones.

Wherever it may be on the map, each Bell telephone is a center for purposes of intercommunication.

To make each telephone the center of communication for the largest number of people, there must be One System, One Policy and Universal Service for a country of more than ninety million.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy

One System

Universal Service

THE "STORY" ELEMENT TO INCREASE
TELEPHONE USE

up with the Bell telephone, is undoubtedly calculated to make readers of those publications look upon their own Bell telephone as the center of population.

That isn't the only ad which



Do You Believe In Space or Brains?

Do you believe that your ability to tell a better advertising story should be cancelled by your inability to buy large space?

Only street car advertising insists on the same space to all—11x21 inches.

The small national advertiser entering the local market cannot be overshadowed in the cars by his more wealthy competitor. The national advertiser, marching across the map, cannot be dominated by a local advertiser in the cars of any market.

In car space the man who can best tell his story gets the most attention—and deserves it. In car space, advertisers engage not through pocket books in the *purchase* of space, but through brains in the *use* of space.

Street Railways Advertising Co.

HOME OFFICE

"Flatiron" Bldg.
New York

WESTERN OFFICE

1740 First Nat'l Bk. Bldg.
Chicago, Ill.

PACIFIC COAST

242 California Street
San Francisco, Cal.



Most advertisers would like to advertise the best way—would do it if they knew how.

Sometimes it is pretty hard to find a story that really looks good enough for an advertisement. If the product is worth advertising, however, it is probably in use somewhere, even if the advertiser has to use it himself.

If an article is in use, and is worth using, there is probably some phase of its use which is *news*—which is a *story*. Find that story. Then tell the story so it will be an ad.

Here is an example of a corre-

The Hamilton Watch

The Railroad Timekeeper of America

Engineer C.W. Goodall in the cab of his "Gann Special" engine which made the record run of 181 miles in 146 minutes.

For a number of years Mr. Goodall has carried a Hamilton Watch, and nearly 50% of the railroad men on American railroads where there is official time inspection do the same.

The Hamilton Watch Company also makes chronometrically accurate and very beautiful (and useful) watches for men and women in all walks of life.


Ask your jeweler when he repairs yours the Hamilton. From accuracy, beautifully made and in elegant cases, they are unequalled in price, merit and value, from \$10 to \$25.00.

Your jeweler can supply a Hamilton Movement for your present watch case, if you desire.

Write for "The Timekeeper"

"The Timekeeper" is the name of our book which tells about Hamilton Watches and illustrates the various sizes, etc. We gladly send it to any one interested in the purchase of a watch.

HAMILTON WATCH COMPANY, Dept. J, Lancaster, Pa.



INTERESTING STORY IN A WATCH AD

spondence school story-ad; note the human interest in it:

"It's only a little while ago that I was just where you are now.

"My work was unpleasant; my pay was small. I had my mother to take care of, and it was hard sledding trying to make ends meet," etc.

The illustration was made to fit the story and showed the difference between the man who *had* studied and the one who hadn't.

Now note the first paragraph of another correspondence school ad of a little different kind:

"Graduate Correspondence Students hold highest records and are more successful in passing examinations. Leading home study Course of America"—etc.

The illustration showed the school building.

Which ad will get read through by the most people? Which one will produce the biggest results?

Some ad writers are a little mixed in their ideas as to what a story is. They are the kind who flood the newspapers and trade papers with "stories" (readers) which are seldom printed.

It isn't necessary for the story to be new to be interesting though the newer a thing is the more interesting it usually is.

Bunker Hill Monument is rather an old thing. It is also close to Boston, and most Bostonites not only know it is there but know its history.

Yet an enterprising newspaper man, knowing human nature, wrote a story about the monument. There wasn't anything new in the story, but the next day after it appeared more people visited the monument than had visited it for two years previous to that time.

It is hard to believe that so many people hadn't heard the story of the monument. Yet they found the story interesting. They literally sold them a desire to see the monument.

It is said that "a sucker is born every minute." Perhaps they aren't all suckers—some of them live in Missouri—but it is true that every day a great many thousand people reach the buying age and a great many thousand more pass on to where advertisements are not read.

So, if you can't find a new story, the same story told over and over every day for a lifetime would have some new readers every day.

But for every article in use every day, of every kind that is advertised, there is a new story, perhaps many of them, which, properly told, would be of interest to every other user and prospective user of the article.

The advertisement is, and

Interesting Things are Happening in Albany, N.Y.

During the month of March just past

THE KNICKERBOCKER PRESS

led the Albany Evening Journal in *total advertising* by 59,192 agate lines, increasing its lead over this paper over February by 25%.

In *local advertising* The Knickerbocker Press carried 51,212 agate lines more than the Evening Journal.

THE PRESS COMPANY, Publishers

George J. Auer, Business Manager

The John M. Branham Company, Representatives,
New York, Chicago St. Louis

The Knickerbocker Press

Here are two para- graphs

that tell the
whole story of
United States
Tires:

United States Tires are made as no other tires in the world are made. They are the product of the most scientific tire knowledge, the greatest tire skill, and the combined tire experience of four immense factory organizations, each of which formerly produced a tire that was recognized a leader in the tire field.

Today these same organizations, working with the most modern tire machinery known to the industry, are operating as a unit to produce a grade of tires that actually combines every element of strength and every secret of manufacture known to the experts of these four organizations.

That's the **WHOLE** story
—and the **TRUE** story.

GON



Tire-by Satisfied,
thank you

right *should* be news. It carries the story of the Market-place. It is more than that which is read for mere amusement.

Yet it is uphill sledding to pull people away from interesting news and thrilling love stories and make them read dry-as-dust "opinions" on a subject they don't know they should be interested in.

Try digging out a real live heart-interest story about the use of your product.

Make it as new as you like and as full of interest as you can, even if you have to copyright it, and hire a watchman to guard it till you can get it into your ad.

Then put your product into the story with a masterly hand and you will hear from the ad.

It will have more readers than a dozen average ads. It will be worth more in cold, spendable cash than all the extravagant opinions you can crowd into a magazine.

AGATE CLUB FAVORS CAMPBELL BILL

The Agate Club held its semi-monthly luncheon in the Hotel La-Salle, Chicago, April 15. Mr. Eastman, of Kellogg's Toasted Corn Flakes, who was the speaker, outlined the Campbell bill now before Congress and spoke enthusiastically in its favor. The club then took up a discussion of the proposed bill, its effect on advertisers, publishers and advertising in general and decided to lend its aid to the support of the bill. President Hammosfahr, Western manager of *Collier's Weekly*, was appointed delegate at large to the convention of the Associated Advertising Clubs of America to be held in Dallas, Texas, in May.

TO HANDLE STEAMSHIP AD- VERTISING

The Amsterdam Advertising Agency, New York and Boston, will handle the advertising of the Eastern Steamship Corporation for the coming year. This includes the steamship lines operating between New York and Boston, New York and Portland, Boston and Portland, Boston and points on the Kennebec river, Boston and Bangor, Boston, Eastport and St. John, Portland and Rockland, Rockland and Mt. Desert, Bath and Boothbay. The newly elected directors of the Amsterdam Agency are Edward P. Ricker, Benjamin S. Robinson, Cleveland A. Chandler, Amanda G. Carter and George E. Barton.

V. B. Holman, formerly of the advertising department of Montgomery Ward & Company, has resigned to become associated with the Washington Advertising Agency, Washington, D. C.

SYSTEM THAT BLOTS OUT THE HUMAN ELEMENT

WHAT CULTIVATION OF THE HEART-INTEREST IN BUSINESS MIGHT DO TO RESIST THE BENUMBING EFFECTS OF OVER-ORGANIZATION — WHERE BUSINESS MUST FIND ITS SPRINGS OF VITALITY

By H. C. D. FitzGerald,

We know of a concern whose president is a veritable "system" crank. In reality his business is not large enough to warrant such rigorous mechanism. This man is utterly lacking in humor and human sympathy. He regards his business and his workers as the component parts of a machine. He condemns when unsatisfied and is silent otherwise. Everything is done by a sort of drill. Nobody is happy. Nobody laughs. There are no friendships there. The president dictates an intimate letter to his absent wife in cold, measured tones and signs it with a rubber stamp. The stenographer's face is expressionless. Everybody is frigid, precise and automatic. *And to-day that concern is rapidly losing ground when it should be progressing by leaps and bounds.*

System is a fine thing—mainly because it is a necessary thing in modern business. But the individual is also a fine thing, and it is not commonly realized. Business will be nobler and better in every way when we can combine System and The Man instead of operating System *versus* The Man.

Labor-saving devices have their birth in wage-saving motives. Time-saving grows out of lust for gold. Competition is the spur of all industrial endeavor. Competition sets the pace. And in order to keep in line, things must be accomplished quicker and more accurately than is possible by hand or mind. Thus the linotype and the adding machine had to be introduced.

Then the pace became too fast for the unaccustomed steps of mind and memory to cope ade-



"No other newspaper in the United States more completely covers its territory or more fully and exclusively occupies its field, than

The Memphis Commercial Appeal"

Every advertising man, every newspaper man, who has visited Memphis in recent years will endorse the above statement made by one of the most extensive general advertisers of the country—a veteran in the ranks—who spent the winter in the South and recently stopped in Memphis on his way home.

"It is unrivalled in news-service, and stands among the leaders of the country in point of editorial excellence."

"The ability to conduct an advertising campaign in this rich territory with a single medium of the power and far-reaching qualities of the COMMERCIAL APPEAL and to develop through it every element of success in that direction, has not only made the COMMERCIAL APPEAL a great favorite with advertisers, but has helped to give the Memphis territory a well deserved reputation as a fine market."

And both the circulation and the advertising of the COMMERCIAL APPEAL keep right on growing.

Daily—Sunday—Weekly.

If you want information on Memphis or its great newspaper, we are at your service any time, anywhere.

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.



along the "FRISCO"

Let "The Texan" take you to Dallas—

You leave St. Louis at 9:00 a.m. on this splendid train, quickly reaching the foothills of the Ozarks; and from then until dusk obscures your view, you are constantly entertained by as beautiful ever-changing scenery as you will find on this continent. The Frisco is the *only* road that passes through 400 miles of this Ozark region.

When dusk curtains the scenes outside, you take special notice of the splendid equipment which you have enjoyed all day—the all-steel, electric lighted coaches and chair cars, the handsome all-steel diners (*Fred Harvey* meals), and the fine type of electric lighted sleepers, with individual berth lights, extra roomy berths, etc.

Another fine Frisco train leaves St. Louis 8:25 p.m., reaching Dallas following evening. From Kansas City, The Hustler makes the trip between 5:00 p.m. one day and 10:55 a.m. the next.

"A House Party to the Dallas Convention" is our handsome booklet describing and picturing the advantages of going "FRISCO"—your copy is waiting for your request.

A. HILTON
General Passenger
Agent
Frisco Bldg., St. Louis



quately with the growing volume of affairs. The increase was too sudden, too rapid and overwhelming. Factory and office policy and routine had to be revolutionized. An entirely new set of "works" became imperative. Clock-work precision alone could sustain the burden. And so commenced the Mechanical Age.

To-day we call this condition System. The big corporation is a big machine, smooth-running, untiring, insensate, like a relentless dynamo. Even the executive officers cannot resist the numbing influence. Things become so systematized and semi-automatic that practically any one of ordinary sanity can step in anywhere and run his allotted section of the machinery as efficiently as his brother. Ability is not entirely essential. The individual element is fast becoming unessential. Man seems to be feverishly engaged in evolving a condition which will render his intellect unnecessary. Nobody trusts his memory any more. Inanimate contrivances are devised to take its place. Memory becomes unreliable, then worthless and then non-existent. Disuse annihilates. Can you not imagine the clerk of the future tearing his hair because he cannot remember where he left the office memory "jogger!"

Super-system is killing individualism and initiative. "High efficiency" is sought through mechanical agencies instead of *through the development of individuals*. It is the epoch of the automaton. Sentiment has little or no place in modern business. Practically no effort is being made to develop the man, who yet is expected to contribute toward the development of the business. "Why does he not develop himself?" He usually does, where and when he can. But he needs help. He needs encouragement, praise, guidance, sympathy. He needs *sentiment*.

Presidents and foremen mostly fail to realize the tremendous value of the heart interest in business—the *ultimate cash value* of cultivating initiative in those under them. The best in every

is drawn out through his
will.

cultivation of that element, by
study and sympathetic as-
surance, cannot logically have any
effect than increased effi-
cy of service. Otherwise,
ation can only result. Sooner
later the super-systematized
ern begins to wobble in the
ove it wears for itself. Its
kers lose their vitality. The
of humanism dries up. Mech-
ical perfection has begun its
work of starving out initia-
and ambition. Two alterna-
s remain—revolution or de-
c.

CONFERENCE OF OFFICERS CALLED FOR DALLAS CONVENTION

conference of the officers of the
ous clubs of the A. A. C. of A.
been called to take place during the
vention at Dallas with several ob-
s in view:

First. To bring together the officers
the various clubs in the association,
terably the president, secretary
rman of the educational or pro-
gram committee, or their representa-

Second. The conference is called to
ass. How may we raise the efficiency
the different clubs in the organiza-
along the following lines:

How may the Associated be more
helpful to your club?

How may the efficiency of the
Educational Programs be increased?
Round table discussions on the best
way of running an organization in
small towns.

Third. How can our clubs become
greater power for good advertising
their communities:

In the city of 100,000 or more.
In the city and town of less than
100,000.

St. Elmo Lewis will be the chair-
of the conference.

WHOLESALE PRICES DECLINE

Wholesale prices during 1911 showed
ight decline from those of 1910, ac-
cording to the annual report shortly
appear as Bulletin 99 of the Bureau
Labor, Department of Commerce and
er. The most important features
the movement of prices during the
were the advance in the prices
ood products and the noticeable de-
e in those of metals and imple-
s. Measured by the 257 commo-
s included in the Bureau of
er's recent investigation, wholesale
s in 1911 declined 1.7 per cent.
prices in 1910, and with this de-
were only 0.2 per cent. below the
average of 1907, the year of
est prices within the period 1890 to

EVERY MONTH

THE

Syracuse Post-Standard

carries more advertising
than any other Syracuse
newspaper.

EVERY YEAR

THE

Post-Standard

shows a consistent growth
in circulation.

March average net
paid circulation

43,884

LARGEST LOCAL
CIRCULATION

LARGEST TOTAL
CIRCULATION

These figures are veri-
fied by the A. A. A. and
the New York Audit Co.

Managers of Foreign Advertising

PAUL BLOCK INC.
CHICAGO NEW YORK BOSTON

Hands Off Everybody!

I consider the following one of the best plans of advertising I ever invented. My clients have put the plan to the test and it won out BIG. They expect to use it all over America and I hope they will not find other advertisers poaching on their preserves.

There has been a lot of talk recently in the Advertising Journals about the unscrupulous stealing of other men's ideas. I want to go on record right here and say that there will be a — of a lot more if this plan suffers the same fate. I have seen my Old Underroof and Budweiser baseball cartoons swiped bodily time and time again, yet I never peeped.

Other advertising writers have patiently endured the same barefaced thievery until patience has ceased to be a virtue. Surely every honorable publicity man in the profession abhors, abjures and detests the advertising thief, and it is high time for creators of original plans to defend themselves against these advertising jackals.

There are scores of this type and should any one of them be stricken with an original idea, he would spin around like a top and drop dead of vertigo.

I mean every word of the above.

WILL H. DILG, 326 W. Madison St., Chicago

Popular South Side Food Dealers



H. S. KELLER, 37th & Dearborn.
Mr. Keller is a young man who makes his personality count in his business and guarantees his goods to be honest and reliable. He is a well-known and successful dealer in the South Side of Chicago.



L. C. MILLER, 5740 State St.
Mr. Miller is a great believer in advertising. He knows pleased customers are his best allies, and he has a large and growing list of satisfied customers.



N. M. PALM, 1421 E. 55th St.
As a skillful but truthful fisherman, Mr. Palm carries leading honors, but his reliable food dealer has a much better record. He has a large and growing list of satisfied customers.



O. M. PASCHKE, 1408 W. 63rd St.
This ambitious young man has built up a large and growing list of satisfied customers. He is a well-known and successful dealer in the South Side of Chicago.

Nothing else is so important as furnishing food for a city the size of Chicago. Dealers like the above daily stake their very reputations upon the purity and

Mr. Miller is a great believer in advertising. He knows pleased customers will tell you more than a hundred times over. He has a motto: "Give good and you will have good." He has a motto: "Give good and you will have good." He has a motto: "Give good and you will have good."

Sulzberger's Majestic Hams & Bacon

Quality alone fails to describe their tang and savoriness. Only one out of five of the available corn-fed porkers do our Inspectors select for Majestic Branding. Then patient and painstaking old fashioned curing before their deliciousness is ready for you. Buy a whole Majestic Ham or Bacon and put it to the test of taste **this Easter for breakfast.**

All These Dealers Sell Majestic Brand.

S. Man. 750 E. 43d St.

F. A. Poeppel, 357 E. 43d St.

P. F. Kuerth, 4504 S. State St.

H. D. Seering, 4800 S. State St.

R. Thomas, 4842 S. State St.

Irwin Bros., 5825 S. State St.

Bangs & Keefer, 50th & Vincennes Av.

Black Bros., 53d St. and Lake Av.

Feilchenfeld Bros., 1200 E. 63d St.

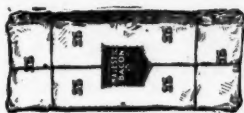
Carey & Tullberg, 63d St. & Kimbark Av.

M. Fecher, 63d St. and Monroe Av

Ed. Mears, 6350 Stoney Island Av.

Jno. E. Moore, 1404 E. 66th St.

A. Bloom, 359 E. 51st St.



Sulzberger & Sons Company

Sulzberger's Kettle Rendered Majestic Lard is absolutely pure and just like home rendered.

PERINE AGAIN AT THE BAT

FORMER STANDARD OIL MAN TAKES THE FIELD ONCE MORE—APPEALS TO "THE SUPREME COURT OF HIS HOPES" IN AGENCY COMMISSION MATTER — PUTS UP CURIOUS PROPOSITION TO ADVERTISERS

F. L. Perine, formerly advertising manager of the Standard Oil Company, formerly advertising manager of Hall & Ruckel, and formerly a number of other things, has been heard from once more.

Writing from an office in the Marbridge Building, New York, he has issued a four page type-written "Appeal To National Advertisers." He calls it "a privileged communication." Some of the advertisers who received it and were in doubt as to just what a "privileged" communication is, finally interpreted it as meaning that they were privileged to send it to PRINTERS' INK for publication. Inasmuch as these advertisers did not invite the communication nor yet pledge secrecy they do not see why others should not derive edification from it.

Mr. Perine's long suit is the relationship between advertiser and advertising agent. If there is anyone who ought to be better posted on the subject than the ex-advertising manager of Standard Oil, his name does not readily come to mind. Certainly no one has wrestled with the problem so courageously and gone to the mat with it on so many occasions as this same gentleman. His present ambition is characteristically altruistic—to make money for the advertiser by showing him how to "save" the agent's commission. Here is the plan.

I suggest you send to me a special, one-time insertion order, with copy for an unpreferred display advertisement in one or more of the leading weekly or monthly periodicals of national circulation, your check to accompany the order at the net, or agency rate current, with cash discount, if any, deducted, and with this check, another for the amount of the regular advertising agency commission on this order. The proceeds of the latter check will be used by me to help defray the expenses of the work.

If you will trust me to act in good faith, and I am blocked for the time

being from placing your order on terms I shall return it to you, with check to correspond, before the month closes and continue the campaign aggressively, just the same.

Should you not be in a position to give me an order now, yet would like to show your sympathy with the idea, will appreciate whatever practical assistance you may care to extend.

Just how the advertiser is going to "save" the commission when goes into Mr. Perine's pocket temporarily at least—appears to be rather foggy. Another da secret is alluded to as follows:

Unless all signs fail, the time is hand when the advertiser is to become conscious of his real power as a deciding factor in this situation, and will exercise that power to abolish the infestuous brood of ills mothered "recognition." It is not necessary name names or state cases. You doubtless know to what I refer.

Still another piece of news that there is going to be *something doing in the courts* before long and what Mr. Perine refers to as his "pro-advertiser idea" are in the end bound to prevail. He says:

You can get the commission split almost any newspaper advertising you do, but no "recognized" agent dares, openly at least, to split commissions with his customer on advertising in certain well-known periodicals of national circulation, notwithstanding it costs an agent less to handle business for periodicals than for newspapers. I am strongly opposed to the agency contract system, joined recognition as a club, wielded all wickedly and effectively by insiders for their own benefit, in the exploitation of advertisers, and the prompt suppression of everything unfavorable to the system. There are many who believe these contracts and this recognition business are positively in violation of both Federal and State laws, and the confirmation of this will soon appear in court records. When it does, a complex and pestilential problem will be solved, for many publishers and some agents privately admit the present much-mixed situation is intolerable and ought to be cleared up. Abuses about one advertiser is secretly favored by another. The whole "recognition" fetich is a fraud on advertisers. The only remedy is to wipe it off the map. This can be done if advertisers will declare themselves free and independent, as they have a right to, since they hold the purse-strings and pay the bills.

What will happen if advertising does not rise to their opportunity? The outlook is indeed dark:

Let this appeal meet with a delay and only half-hearted response, or

no response at all, and I shall be compelled to quit immediately and see if there is anything else I can do for a livelihood.

COURTESY AS A BUSINESS STUDY

NEW YORK TELEPHONE COMPANY,
NEW YORK, April 15, 1912.

Editor of PRINTERS' INK:

Some time ago PRINTERS' INK published a communication, commenting upon the lack of courtesy over the telephone.

At that time I wrote you and explained what the Telephone Company had been doing in the way of promoting courtesy among users of the service. It is with much pleasure that I can tell you that the need of courtesy over the telephone is now being recognized by business concerns, just as courtesy has been long considered necessary when face to face.

Almost every day we are in receipt of evidences showing how seriously this matter is being taken up. Many of the large public service corporations, department stores and other concerns that depend largely upon public trade are studying the matter carefully and some of them have issued booklets or folders to their employees, showing the value of courtesy over the wire to the individual employee, as well as to the house.

We have recently issued to every employee of our company a copy of the attached booklet entitled "Winning Friends by Telephone," for the purpose of stimulating them, not only to be leaders in the courteous and graceful art of using the telephone, but to talk of it to their friends outside the telephone business.

We are also distributing broadcast a little card bearing the slogan "The Voice With the Smile Wins." Many subscribers have tacked this alongside their telephone, as a reminder to the user.

When calling up, it is no longer the fashion to be greeted with the word, "Hello," but by the announcement of the concern's name. The individual calling then identifies himself and the conversation proceeds without the delay and the annoyance of a continued "Hello, who are you?"

R. S. SCARBURGH,
Advertising Manager.

BEAVER GOES WITH NORDYKE & MARMON

Norman Beaver, Milwaukee ad man, has entered the advertising department of Nordyke & Marmon Company, Indianapolis, Ind. He is taking the position formerly occupied by B. McClelland. Mr. Beaver has for several years been on the advertising staff of Allis Chalmers Company, Milwaukee.

E. L. Winters, advertising manager for Chase & West, addressed the Des Moines, Ia., Admen's Club, April 16, on furniture advertising.



You can spend more money in Binghamton, but you can't buy more service.

The home in Binghamton that doesn't get THE BINGHAMTON PRESS, a big advertiser recently said, "wasn't worth while."

It is the ideal situation and the ideal medium of the wise advertising man.

THE BINGHAMTON PRESS

From the standpoint of the general advertiser, Binghamton, N. Y., has become fixed and listed as a "one paper town."

It's that "one paper," splendid, complete, THE BINGHAMTON PRESS, that has created and maintained that condition.

Ask any experienced publicity buyer to put in words the ideal situation and his statement will describe THE BINGHAMTON PRESS and the way it covers the BINGHAMTON field.

Binghamton and connected suburbs, with their 70,000 people and 14,000 homes, and its tributary districts of over 250,000 people, do not differ from other highly prosperous communities so much, it is the BINGHAMTON PRESS that's different.

The rate is based on 22,000 daily, but the real figures are over 25,000.

THE JOHN BUDD COMPANY
Advertising Representatives
Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

DOES CONSUMER CO-OPERATION THREATEN?

REAL MENACE TO INDIVIDUAL ENTERPRISE PROBABLY NOT PRESENT FLURRY OF JOINT MARKETING BUT GROWING INTERNATIONAL WORKINGMEN'S MOVEMENT, WHICH IN GREAT BRITAIN ALONE DOES ANNUAL BUSINESS OF \$650,000,000

By Charles W. Hurd.

The first consumer's co-operative factory ever established in America was started in New York a few months ago and already has four retail outlets. It is a hat factory. One of the stores handles men's furnishings as well, including many trade-marked articles, and all of the stores will probably develop along this line. The co-operative is seeking to organize the widely scattered 150 or so co-operative retail stores in the country into one national organization and pool their buying power.

Modest as this beginning is, it is of vastly more seriousness than the sudden and astonishing crop of consumers' buying associations and municipal marketing which just now is bulking so large in the public eye. This latter is a mushroom growth, an impulsive middle-class protest against the high cost of living, and sooner or later will subside, leaving only a few surface memorials to mark its present activity.

Its only real significance is that it marks a profound alteration in the popular mind respecting co-operative ventures, corresponding with the changed industrial conditions and the widespread social unrest, and indicates that America, so long immune, may now possibly offer a more hospitable soil for the growth of the powerful workingmen's co-operative movement which has already invaded every other country on the globe and is a commercial and industrial phenomenon of the first rank.

The co-operative factory just established in New York is the vanguard of this movement.

If the co-operatives of this type were merely wholesale and retail

buying societies, they would deserve only the passing interest of the national advertiser, but they are engaged in *manufacturing* as well, and their aim is not merely the moderate one of cheapening goods to a few members, but of extending the system more and more until there is effected a complete industrial and commercial revolution through absolute *monopoly*.

This is somewhat of a large undertaking, but it must be confessed that the co-operatives have made a tolerable showing at the start. They are only forty or fifty years old, but they are supported by the heads of some 10,000,000 families in all countries, which means about 50,000,000 people in all.

In England, *one family in every four* is represented in the co-operatives. The percentage in Scotland is even higher. In these two countries the two co-operatives did a business of more than \$650,000,000 in 1911—an increase of more than 8 per cent over the previous year, despite the business depression or perhaps because of it.

The German, Belgian and Austrian societies are much younger, but are already large and are growing at a rate which is retarded somewhat though not checked by private initiative and legislative hostility. The movement is closely allied with the labor movement, and outside of England with the revolutionary movement which it helps largely to finance.

So it is evident that the movement holds something more for the American manufacturer than merely academic interest, even at this time when such consequences as those described must be remote in respect to our own land, because the continuous and complete extension of the system in this country would soon begin to handicap many manufacturers, *impair the value of their trade-marks and good will*, and progressively destroy it.

It would *restrict and finally destroy advertising* as we know it inasmuch as the advertising of

THE BOSTON HERALD'S RECORDS FOR MARCH

Last March was not only the **BEST MARCH** in paid display advertising for five years. It was with one unimportant exception, the **BEST MONTH** in five years. The March figures for display advertising broke all **MONTHLY AVERAGE** records for **TEN YEARS**. And in classified advertising, last March was the **BEST MONTH** in practically three years.



What's the Moral?

That the

More-Than- Doubled - Circulation

of **THE BOSTON HERALD** has brought correspondingly greater returns to advertisers.

That the new readers of **THE BOSTON HERALD** have all that purchasing power for which old readers have always been noted.

That the effects of advertising in **THE BOSTON HERALD** are felt among all classes of advertisers, large and small.



the co-operative is for the most part confined to simple announcements, and there is no competition within the societies to stimulate its development.

These co-operatives should not be confused with factory co-partnerships, with farmers' co-operatives after the style of the Patrons of Husbandry, with the earlier co-operatives in existence before the Civil War, with those of the Knights of Labor or with the buying clubs of the present time.

There have been a great many community profit-sharing ventures. These are essentially joint-stock enterprises in which the owners are the workers. Some

ing to extend the system, and therefore could hold out no hope of immediate benefit to the members. Both kinds were therefore defective and both failed.

Buying clubs generally put upon one or more individuals the work that the middlemen have been performing. They merely shift the work. So long as the new workers do the work gratis, there is a saving. When they have to be compensated, it is found that the arrangement is less advantageous than the normal way.

THE CO-OPERATIVE THAT GETS BACK TO MANUFACTURING

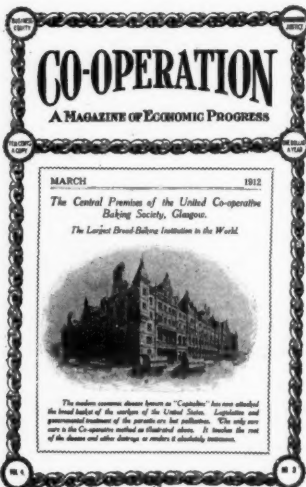
The workingmen's co-operative, the one which is succeeding on a large scale to-day, is different from all other kinds. It starts with the organization of the market, and works back as fast as possible from retail to wholesale and wholesale to manufacturing. Its thousands of members are so many salesmen to bring other members in. It always knows its market, and is always extending it.

Practically all of the successful co-operatives are founded on the English or Rochdale model, that is to say, they are collectively owned and democratically administered. The members themselves supply the capital, in small payments, but draw no dividends except as they buy, and then in the shape of reduced prices.

The English and Scottish co-operatives manufacture a great many different commodities, from bread and canned food to clothing, shoes and bicycles. The largest bakeries in the world under one management are those of the Glasgow co-operative. The second largest are those in Vienna belonging to an Austrian co-operative.

Ground is being broken now by a co-operative in Manchester, England, for a textile mill which it is claimed will be the largest in the world.

All of the goods made in these co-operative factories and mills are manufactured and sold, not for private profit, but for the benefit of the consumer members. There is no room in their plans



FRONT COVER OF A GLASGOW CO-OPERATIVE MAGAZINE

of these have succeeded, where they had good leadership, but most have failed.

The earlier co-operatives were of two types. One kind turned back all the profits to the individuals composing it, and did not provide for the extension of the system, by which alone there was hope of increasing the profits. The other kind of co-operative devoted all of the profits to try-

A Gracious Compliment from The Philadelphia North American to the Evening Times, Philadelphia

TO THE TIMES

OUR compliments to The Evening Times of Philadelphia. In the campaign which closed on Saturday with the splendid victory for the cause of government by the people, The Evening Times was a lusty champion of popular rule, a tireless fighter for genuine representative institutions. At a time when the older journals of the city were almost unanimously ranged on the side of government by the agents of special privilege, when the delinquencies of the newspaper press had become a national scandal, The Evening Times was a conspicuous exception. Among evening newspapers in this city it stood alone. But neither its youth nor its solitariness had any effect to lessen its ardor or its purpose to battle for popular rights. Again, our compliments to The Evening Times.—*From today's North American.*

April 16, 1912.



"No one will believe till he tries how simple a matter it is to beg his way across the country with honor."

For explicit directions, see "The Rules of the Road"

—in the May
AMERICAN
MAGAZINE

The magazine that is read carefully and fully because it meets the expectations of its readers is *the* advertising medium worth considering. Such a magazine must have character and individuality. It must be a distinct unit. It must represent a certain editorial standard. It must be active, vital, alive. Such is The American Magazine.

ADVERTISING DIRECTOR

for private enterprise. If capital is borrowed, as it sometimes is, the usual market rate of interest is paid, but no private investment in co-operative work is permitted.

The factory is given a small profit to provide for extensions, repairs, depreciation, new machinery, etc., and the retail establishments are allowed a small profit for the same reasons. The balance of the saving is divided part among the operatives and salespeople, in addition to their wages, part among the consumers, and the rest is used for propaganda or advertising the system. In addition, there are sick benefits.

The wages are not high. The highest officer chosen by the Scottish co-operatives never received more than the equivalent of thirty-seven dollars a week. He held office for thirty years and is now president of the newly organized international alliance.

This outlines the sort of competition the manufacturers of the United States may have to face before many years.

The manager of this Co-operative League in New York is a former journalist, writer and traveler, Albert Sonnichsen, who believes that there are great possibilities in the movement, and has thrown himself whole-heartedly into it.

"There is nothing in the co-operative movement to interest the advertiser or business man except as future competition to them," he said. "We, as well as other co-operators, consider the greater part of advertising, as done at present, a pure economic waste, and hope to eliminate it, or at least to reduce it to some system of simple announcements.

"The object of co-operation is to organize the consumers, eliminate competition and the cost of selling and buying. Each industry manufactures for a known market answering a demand that is known with scientific exactness. Therefore, when fully developed, co-operation eliminates advertising.

"We are organizing here along the lines of the English and Scot-

tish co-operatives, with some differences due to the fact that we are in the development stage and cannot count on the vast capital of the British societies. We have some 600 members, and are growing faster than we can handle our membership. We shall open other hat stores from time to time, but shall not follow this line indefinitely. We chose hats almost by accident, partly because we deemed it better to take up something first that would not be dependent on neighborhood support, as a bakery or provision or grocery would be, and partly because we had the chance to get the factory cheap.

"The factory is light and airy and conducted in accord with the highest sanitary requirements. The operatives get the highest union wages, and in addition a percentage of the receipts.

CO-OPERATIVE COAL PREDICTED

"We shall probably open coal depots next. The difference between the \$3 or \$4 a ton which the coal could be bought for, and the \$15 for which it actually is sold for to the poor offers a tempting opportunity for co-operative work.

"Or we might go into the laundry business next, which offers 40 per cent or more profit. We could pay living wages, do the work at 10 per cent reduction and net a good profit for the consumers, and our propaganda work.

"We are beginning small and we do not expect to make much of a noise for a long time to come. But the project is as near being certain of success as anything can be. There is every inducement for the wage-earner to come in and the fact that they are coming in in such numbers proves that is so.

"The business is conducted just as any other business, but when the net profits are counted up at the end of the quarter, they are disposed of as follows:

"Fifteen per cent goes into the reserve fund, twelve and a half is spent in propaganda, spreading knowledge of co-operation among the people, two and a half per

Fact 11

Dealer substitution is practically impossible with the readers of the Christian Herald, because it is hard for them to believe that anything not advertised in the Christian Herald is "just as good" as something that is.



Advertising Manager

Christian Herald

Circulation 300,000 Guaranteed

Chicago NEW YORK Boston

cent goes to the employees of the league as a bonus on and above their wages and the balance of seventy per cent is returned to purchasers as rebates on their purchases.

"All this in addition to the cheaper price at which we sell our hats, which amounts to from fifteen to twenty per cent cheaper than for the same grade that other stores sell. The benefits now are slight in comparison to what they will be later, when we are able to establish grocery stores, clothing stores, bakeries and the like. We are obliged to go slow now, but we shall move fast when we reach that stage. We believe that when the system is carried to a full demonstration, Americans will seize upon the idea with avidity."

Inquiry among a number of advertisers and advertising men showed a mild interest in the new movement. The general opinion is that it will have to prove its value in America.

"There are a certain number of people who will go into anything at the start," said one manufacturer's representative. "It would not prove anything to start a dozen factories. Can they keep them running? That is the question. I don't believe they can. What they will be able to do fifty years hence I don't know. Unquestionably there is a movement toward closer organization of all the different interests. But I cannot see any danger in sight now from this kind of competition."

"These people are largely foreigners, and one nationality at that. It would take years to get the thirty or forty different nationalities in New York together. Besides people here are not used to the co-operatives. They will not be bound down to go to one place; they want to spend their money where they like."

"It is a mighty hard matter to educate them to a new package or a new product. How are you going to educate them to new habits? Some time, perhaps, but not now. I do not see any danger in it here, and the rate of

growth seems to be diminishing abroad. Probably it has reached its maximum."

And that is as far as any one can carry the inquiry. If the co-operative thrives here, the natural effect would be to kill off the small manufacturer, and hasten the process of concentration. One might hazard a guess that the development of the chain store would be paralleled by that of the co-operative store, and that a battle royal would follow between the two systems, but that would be pure conjecture. It is just interesting now, that is all.

WESTERN ELECTRIC'S NEW HOUSE-ORGAN

The *Western Electric News*, the new house-organ of the Western Electric Company, has made its appearance. The *News* announces its intent on covering all the employees' activities—not simply the work, but "athletics, clubs and social events will be fully reported." Furthermore, "to make the paper of more interest, a series of prizes are offered for excellence in



drawing, verse or humor." The first issue, which is profusely illustrated, treats the following among other topics: "Our Activities Abroad; An Account of the Western Electric Company in Foreign Lands," "Prize Salesmen at Hawthorne; an Account of How the Winners of the Sales Contests Spent Their Time at the Factory," "Engineering Development Work," "Athletics," "Just among Ourselves; Notes from the Distributing Houses and General Departments," "The Birmingham Fire."

GROCERS BAND TO FIGHT CHAIN STORES

The New York State Food Investigation Commission recently received the testimony of retail grocers and butchers in Greater New York as to the methods, prices and expenses of their trade. In reply to questions by William Church Osborn, chairman of the marketing committee, Charles Haslop, a retail grocer in Manhattan told of the formation of a protective trade association for the retailer, the chief purpose of which was to offset the competition of the chain stores and department stores. This organization, Haslop said, consisted of about 300 members under the name of the United Grocers' Company. By means of operating a central warehouse at the Bush Terminals in Brooklyn and buying great quantities of goods direct from the manufacturer at wholesale rates the members are permitted to buy their supplies at practically wholesale rates, the only object being to enable the retailer to secure goods at an advantage, so as to be in a better position to meet the cut prices of the department stores. Members are not permitted to buy or hold more than 50 shares of the company's stock, at \$10 a share, and cannot buy more than the \$500 par value of their stock in goods at the warehouse at one time. Whether or not this co-operative association of retailers brought benefits in prices to anyone, but the members Haslop did not explain; neither did he say that the customers at their stores were able to secure lower prices than at those groceries which did not join the association. During the afternoon testimony was given which showed that there are approximately 13,000 retail grocers in this city, and the fact that only 300 of these were members of the co-operative association was given added importance.

MAKING MOSE HONEST

Mose Jenkins was discharged from a state prison after serving a three-year term for burglary. He immediately went to the home of his old employer, who greeted him most kindly. The employer asked him about his prison work and what his duties were.

"Dey started out to mek me a honest man, Boss," replied Mose.

"Well, how well did dey do it?" asked the master.

"Well, Boss, you see it was lak dis. Dey tells me dey's gwine to mek me a honest nigger so dey commenst by lettin' me tack paper soles on leather shoes."—*The Evidence*, Roberts, Johnson & Hand's house-organ.

EDWARD STEINDLER DEAD

Edward Steindler, an advertising specialist, died at his home in New York, April 11. He was forty-nine years old. He was president of the Moving Picture Advertising Company and Secretary and General Manager of the New York Curtain Advertising Company.



Birmingham, Ala., the city of wonderful accomplishment, of almost startling opportunity, is many sided in its development.

Its great iron industries have brought others of a diversified nature. Its magnificent and beautiful location and natural surroundings, its splendid climatic conditions, have all helped to make it a city of homes.

The Birmingham Ledger

ably edited, capably managed, clean, strong and consistent in policy has gradually but surely become more the real home newspaper of this great and growing city.

Without boast or bombast, straightforward, fearless and tireless, THE LEDGER has gone forward day by day and the people of Birmingham have placed on it the stamp of their approval.

The local merchants, through liberal use of its advertising columns, the people generally through its constantly increasing circulation.

THE BIRMINGHAM LEDGER leads all other Birmingham newspapers in point of circulation and advertising value.

Let us "show you," Mr. General Advertiser.

THE JOHN BUDD COMPANY

Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

Immense Bank Deposits in Nebraska

Largest in History of State

**Deposits in State Banks
over - \$80,000,000**

**Deposits in Nat'l Banks
over - \$120,000,000**

Total Deposits over \$200,000,000

Deposits in Nebraska state banks increased over \$6,000,000 during the year.

Deposits in Nebraska national banks increased nearly \$20,000,000 during the year.

This era of unprecedented prosperity is shared most largely by Nebraska farmers.

Over 40,000 of the most prosperous of these Nebraska farmers subscribe for (no premiums given to subscribers), read, and believe in

The Nebraska Farmer

Nebraska's Real Farm Paper

Established in 1859

Sample copy and circulation statement by counties furnished on request.

S. R. McKELVIE, Publisher
LINCOLN, NEBRASKA

Chicago Office:
Steger Building
D. C. Kreidler, Mgr.

New York Office:
5th Ave. Building
S. E. Leith, Mgr.

GETTING DEPOSITORS BY A BANK HOUSE-ORGAN

THE RESULTS ACHIEVED BY A NORTH CAROLINA INSTITUTION—HOW "THE SOLICITOR" BROADENED THE BUSINESS TERRITORY OF THE BANK—WHAT THE HOUSE-ORGAN CONTAINS

By C. E. Auracher.

The Wachovia Bank and Trust Company of Winston-Salem, North Carolina, is one of the banks that recognizes the advantage of a house-organ, and one of the few banks that publishes an individual house-organ, edited by a man within the bank—C. L. Glenn, advertising manager. By an individual bank house-organ is meant a publication issued by and for the bank alone, and not the syndicated product, which is the common species, gotten out by the thousand and purchased by banks all over the country for distribution. The individual house-organ has a personality, it reflects the atmosphere of the institution, whose policies are injected into each number, and there is running through it a touch of local color that commands attention and creates interest.

It is one thing to say that a bank is the largest financial institution in the state. Many bank officers would experience considerable satisfaction in being able to say this of their institution, but it is only possible for a few. It would be still more satisfactory to bank officials to be able to say truthfully that their bank was not only the largest in the state but that it had one-fifteenth of the total bank deposits in the state, in which there are over four hundred other banking institutions.

This is the actual standing of the Wachovia Bank and Trust Company in relation to the banking conditions of North Carolina. During the year 1911, this bank increased its deposits over \$1,100,000, or one-sixth of the aggregate increase of the 340 state banks in North Carolina. Winston-Salem is one of the largest cities of the state, but not the

largest, there being at least two cities larger.

Mr. Glenn, the advertising manager of this bank, states: "Conditions are both favorable and unfavorable. Competition is sharp. We have a good town with large manufacturing interests and a good 'back' country from which to draw. Being the largest bank in North Carolina, we secure business from all sections and we have deposits from thirty-one other states. Labor here, on the whole, does not have much beyond living expenses, but the farmers are more prosperous than ever before, yet they have a fear of banks that cannot be understood or appreciated."

NO ADS TO DETRACT

Such conditions have been met with the publication of *The Solicitor*, the monthly house-organ. The issue of April, 1909, was the initial number; since that time it has been published monthly. When first issued, *The Solicitor* was made up of twenty-four pages and cover, four and one-half by six inches, and contained some advertisements of local business houses, which, Mr. Glenn states, "went in against my protest; but we finally discontinued them because doing so made the magazine more typical of the bank and there were no features that would take from it its individuality as the sole representative of the institution."

Later, the size of *The Solicitor* was changed to a six by nine-inch page, sixteen pages and cover, and to-day makes a very impressive bank house-organ.

The growth of the bank must be credited in a large degree to *The Solicitor*, since for three years it has been educating the people along the lines of banking with the purpose of dispelling their fear of banks. Naturally, the house-organ could not have accomplished this remarkable growth in deposits and resources single-handed; there was good bank service to back it, so that while it was really instrumental in creating business, the bank service made satisfied customers out of the prospects, who in turn

Another Important Fact About the Farmer

This "high cost of good living" that's turning city folks gray-headed, is giving the farmer more money to spend for improvements.

But he's proving himself a believer in Commercial Reciprocity. He's sending the money back in a stream, to the Manufacturers, Merchants and Dealers.

The farmer is buying pretty nearly everything that makes for advancement. He keeps abreast of improvements and inventions by reading the farm magazines.

Over 225,000 farm-families subscribe to FARM PRESS; most of them live in the rich Middle States. They comprise a buying power, year in and year out, which cannot be wisely ignored.

You can reach them effectively and at moderate cost through reasonable use of our advertising columns.

225,000—\$1.00 a line.

FARM PRESS

Duane W. Gaylord, Advertising Manager
CHICAGO

helped the house-organ to advertise the bank.

The Solicitor has not taken the entire advertising appropriation; other forms are employed, including special booklets, letters, etc.

The Solicitor has been the means of the greater per cent of increased business coming from the surrounding territory, within a radius of thirty miles South and East and one hundred miles North and West. Five thousand copies have been issued monthly since the publication was started in April, 1909.

1000 people, we average more than ten new accounts a day. We have had as high as thirty-three new accounts opened in one day without any extra advertising effort. Three years ago, at the time we started *The Solicitor*, we had about 11,500 accounts. We had on our books when last figured accurately, December 5, 1911, a total of 18,143 accounts. Our mail banking itself has not done more than pay for itself, but the test is different here, for many of the accounts we have secured over the counter would no doubt have come by mail had not these parties had business in town. Many of these accounts for as far as fifty miles started over the counter but the depositors have used the mails in later transactions. From this state and each of the thirty other states, we have had a reasonable return in accounts received from the banking-by-mail idea, Virginia, New York and Indiana leading after our own state. We have ninety per cent of the best business here."

HUMAN INTEREST ELEMENT STRONG

The secret of success attained by the bank house-organ seems to be due to the element of human interest created. The little publication each month reaches out to all classes of people, going into the homes of the people within and beyond the bank's local territory, where it is welcomed. It creates a point of contact by getting the prospect's interest, and incidentally leaving an impression or a suggestion.

The Solicitor makes friends for the bank; educates the people in banking; outlines the policy of the institution; impresses upon the minds of the people the name and service of the bank, and is a monthly supply of interesting reading, pregnant with inspiration for better social and financial living. Customers and prospects feel that they are recognized and appreciated by the bank when they receive this monthly messenger, because the reading matter appears to be written especially for them. Readers are asked to sign cards for the free subscription,

Others Use This Form—WHY NOT YOU?

Date _____ 191__

Wachovia Bank & Trust Company,
Winston-Salem, N. C.

Gentlemen:

Find enclosed _____ (Check, Money Order, Cash.)

for \$ _____ with which I wish to open a _____ (Checking, Savings or Certificate)

account with your institution. Kindly send back the Certificate to the following address:

Name _____

R. F. D. No. _____

Postoffice _____

State _____

Send what you have. Money deposited here is protected by our Capital of \$1,000,000—your assurance. If our plan or service fails to please, you have but to call or write for your money.

Wachovia Bank & Trust Company,
Winston-Salem, N. C.

Gentlemen:

Kindly give me information relative to the subject opposite which I have placed check mark.

Checking Accounts ☐ Savings Accounts ☐

Trust Department ☐ Bond Department ☐

Certificate of Deposit ☐ Banking by Mail ☐

Name _____

R. F. D. No. _____

Postoffice _____

State _____

Date _____ 191__

FORM CARDS USED BY A BANK


The form card here shown has been used in all cases with good results, not only for the purpose of starting new accounts, but also for stimulating business from present customers, and offering all the opportunity to learn more about the different subjects of the bank's service. This card has proved the most successful, even more so than a regularly addressed postal. More than three thousand persons have used this form card. Many others have written personal letters to the bank, asking for the subscription to *The Solicitor* and taking occasion to speak of the magazine in kindly terms.

In explanation of the results from advertising, Mr. Glenn says: "With a population of about 25,-

hence each reader is interested in the house-organ in advance.

Analyzing *The Solicitor* as to reading matter, we find it of an educational nature, naturally taking up banking and its benefits. But other subjects are treated. Advice on business matters not relating directly to banking is given; short maxims are frequently inserted. Good things that will be of interest to the average reader are clipped from other publications and run along with the other matter. Frequently articles foreign to banking business are published.

FREE FOR THE ASKING

OU should know more about banking and, because we believe that you recognize it to be just as important to know how to handle money as to farm, run a store or operate a factory, we have prepared a number of booklets, any one of which we will be glad to mail upon request to any person who is willing to study a little for self improvement.

Merely write us a card or letter asking for any of the following booklets:

Banking By Mail

Banking Facts You Should Know

Our Bond Department

A Little About Our Usefulness

Heart Throbs—What People Say of The Bank

The Spirit, Purpose and Method of Saving

Money

One Secret of Success—The Carrying of a

Checking Account

The Administration of Estates

Twenty Four Lessons In Banking

PAGE ANNOUNCING THE BANK'S SERVICE

A short time ago, articles appeared dealing with the raising and culture of tobacco, one of the staple products of the North Carolina soil; these were written by experts and planned to give the farmer scientific information for carrying out his work to greater advantage.

The issue of last December was a special Christmas number and contained a blank on which were spaces for a number of names of persons to whom the reader could make a Christmas gift in the way of a bank account. An ad-

NEWARK

and its suburbs has

600,000 population

Local advertisers use the

NEWARK STAR

because this large territory cannot be covered otherwise.

Every month the
NEWARK STAR
shows big gains in advertising.

During the first three months of 1912 the Star

GAINED

Over 300,000 Adgate Lines

of paid advertising.

There IS a reason.

Managers of Foreign Advertising

PAUL BLOCK, INC.
CHICAGO NEW YORK BOSTON

dressed envelope was included with each copy.

"Contrary to what others write me," says Mr. Glenn, "the increase in size of the magazine has been profitable. Many advertisers have written me that the smaller size we first issued was the proper thing but remarks and results from the larger size certainly contradict the statements in our case."

THE REPLY TO THE "DON'T" MAN

BATTLE CREEK, MICH., April 12, 1912.
Editor of PRINTERS' INK:

The criticism of Mr. Isaacson, of the Aeolian Company, in the discussion of the "subjunctive," recently, was a masterly display of good writing, leading up, in fine argumentative style to show that, after the conjugations I submitted and all the detail I went into (which was a form letter for all classes of inquirers—not skilled writers), I had slipped on the very rule I was upholding, and allowed the "indicative" to intrude—subconsciously, so to speak. You will be able to correct this apparent lapse, by stating that the letter I sent you contained the word "desire"—not "desires." It is this small, sophomoric disposition to "catch" some one in an error which he ought to know, by analogy or context, was doubtless a typographical error, that makes a writer less a critic and more a pedant and which prevents me from taking part in useless discussions of the kind.

I proved my point as to the subjunctive. If any one prefer to get along without this form of the verb, he is certainly welcome to his own opinion. I do not, of course, use the form in any stiff way, but still feel that I am far from being "A Menace to Century Literature" as Mr. Ward would seem to think. Language is a thing which grows—as other living things grow. But there is a tendency now-a-days to think, on the part of many who have not, and do not pretend to have, the educational training in Etymology, Orthography and Syntax, to make new terms, coin new words, etc., that they are warranted in taking unwarranted liberties with our mother tongue. What a list of "trade-marks" we have already that come under this head! The simple prefix "auto" is now restricted, by automobile makers, to their product, as another example of unwarranted procedure in the use of terms, etc. We have come to travel so swiftly as to have time only for parts of words, and we do not (in commercial English) care what happens to the language, so we get what we want. What about "autograph," "autocrat," and the other words of proper use in our language, in which the Greek prefix is of older, hence by precedent, even more authoritatively established than in the more modern hybrid, "automobile."

R. M. STERRETT.

AS TO THE "HOW," "WHY" AND "WHAT"

PHILADELPHIA, April 6, 1912.
Editor of PRINTERS' INK:

May counsel for the defense say a word for the ad of Keystone Grease, mildly criticised on page 26 of your issue of March 28? The heading of the advertisement is as follows: "How a Manufacturer Cut His Lubrication Bill \$15,000 a Year." The criticism is that the first three words are superfluous; that the ad could just as well be headed "Cut, His Lubrication Bill \$15,000 a Year."

To me, this would spoil the heading utterly. In the first place, the heading as amended would be obscure. It might be construed as a command to "Cut His Lubrication Bill \$15,000 a Year." It would leave open to doubt whether this cut had been made in a remarkable and novel manner or whether he had, perhaps, thrown half of his machinery on the junk pile and thus had a smaller lubrication bill.

Curiosity is one of the most universal and powerful of human feelings. The three words "How," "Why" and "What" touch, as it were, a spring of interest in the brain and cause the reader to look farther.

The main text of the article in which this criticism appears is "Proper Application of Newspaper Headline Principles," etc.

As an experienced newspaper man I know that these words "How," "Why" and "What" are used by the wise headline writer. I think you will agree with me that the *Saturday Evening Post* is as cleverly edited a publication as we have. Its contents are interesting to the masses and classes and its headlines are clever. In looking over the four last issues of the *Post* I find the following headlines: "How to Start a Co-operative Store," "Why We Need a Merchant Marine," "How We Grow Deaf," "How to Beat the Building Game."

Would these headlines be as strong if we revised them as follows: "Start a Co-operative Store," "We Need a Merchant Marine," "We Grow Deaf," "Beat the Building Game"? I am sure you will agree with me that all the life is taken out of them by chopping off those first curiosity-arousing words.

Does my heading stand? Does my defense appeal to the jury and judge? I make it purely in the interest of better advertising and I know that you and your valuable publication will accept it in that spirit.

A. R. GROH.

There is no doubt of the stimulating influence of "How" and "Why" and "What." Those who come in contact with child minds know how deeply grounded is the habit of seeking answers to these monosyllables.

The basis on which the three alleged superfluous words were eliminated by the writer of this

headline article was as follows:

- (1) That the clipped heading is sufficiently sensational in itself to induce the "How?" feeling without the word "How" appearing.
- (2) That "How a manufacturer" limits the appeal of the headline to *manufacturers*. The product itself is adapted to most machinery, not only in "manufacturing" plants but in steamships, in garages, in electrical power houses, in office, hotel, store and theatre

buildings, in printing plants, on farms, in mines, on railroads, etc.

- (3) That brevity and action are gained by the elimination.

To avoid the suggestion of command "cut" might well be made "cuts." The present tense would add still more action.—[Ed. PRINTERS' INK.]

Charles E. Jones, for a number of years with the *Cosmopolitan Magazine*, both East and West, is now with the Eastern office of the Frank A. Munsey Company.

The success of THE THEATRE MAGAZINE advertisers is due to the fact that THE THEATRE MAGAZINE is a "class" publication, reaching "class" readers, in whom refinement, luxury and good taste predominate.

An article of quality gets maximum results from a quality medium. The leading quality medium is THE THEATRE MAGAZINE.

In addition to quality, its entire circulation counts, so that it gives maximum selling power. Its readers enjoy it—believe in it. And its advertisements are given as much attention as its editorials, because THE THEATRE MAGAZINE advertisements are only of the best goods. The co-operation between reader and advertiser is the greatest that can be had.

Get the most for your money in THE THEATRE MAGAZINE.

THE THEATRE MAGAZINE

8 to 14 West Thirty-Eighth Street

New York, N. Y.

Western Representatives,
Godso & Banghart,
Harris Trust Bldg.,
Chicago, Ill.

New England Representative,
H. Dwight Cushing,
24 Milk Street,
Boston, Mass.

New Spring Suitings
at old prices, \$45 up

I WONDER if the advertising man who is satisfied with mediocre clothes isn't rowing the same boat with the man who fills a hundred dollars' worth of space with thirty cent copy. Come in to-day on your way to lunch.

vroom-
taylor

279 Fifth Ave.
Opp. Holland House

HEART INTEREST IN THE BUSINESS LETTER

WHY BRUSQUE BREVITY OFTEN LOSES THE SALE—CEMENTING A FRIENDLY RELATION WITH THE INQUIRER BY A RECOGNITION OF THE HUMAN ELEMENT

By Lanster.

The business letter of the last few years has been a statement of facts told in as few words as the busy brain of man can employ. A man's heart, however, cannot be won by a logarithm, or his affections engaged by a precise scientific statement!

The business letters of the best houses to-day show some signs of the fact that there are some business men with imagination who are thinking about the human interest that men have in each other, and the possibilities of engaging the interest of a correspondent.

Picture Mrs. Maloney in her back yard, who has turned to you for some further facts about your candy—or your soap—than she could get out of your advertisement. Here is a relationship which promises great things from the mere fact that she has written one letter to you! Think how she has taken time to write it; with no stenographer—a hand-painted manifest from her—and then think how she awaits your answer!

It comes; an actual letter; here is the name of the firm she has seen advertised in her own magazine, or on the package; here is a signature; here is a title—this great man has taken the trouble to answer Mrs. Maloney's letter!

She opens the letter. What a shock to her to find "Dear Madam: Yours of the 4th ult."

"What does 'ult.' mean anyhow?" she says. Alas! She has been put into a class by the letter writer; she hasn't been treated as a human being; she isn't "recognized!"

But suppose she had received a letter saying: "Dear Mrs. Maloney: We are perfectly delighted to hear from you. We

have been waiting for such a letter as you have written for a long time"—or words to that effect. Don't you think she would sit up and take notice and swear friendship for the firm; and every time she saw that soap, or that candy, or that perfume, she would buy it and say: "Sure the fellows that make it are great gentlemen, they are!"

The boss is usually a person of imagination, or else he couldn't have made his business profitable; but the new boy who has been with the firm long enough to learn the prices is put on the job of answering Mrs. Maloney and the other "troublesome" questioners. Well, one can't blame the boss for not writing all the answers himself; but he ought to answer a few, and show a model letter at least which should have the *spirit* and the fellowship which will make Mrs. Maloney a steady customer. At any rate the man who answers the letter should have enough imagination to take her by the hand and make a friend of her.

True it is a difficult thing to do. But 'after all, don't forget that the only thing one's correspondents know of one's firm are the advertising and the letters the firm writes. And the touch of nature that shows that Mrs. Maloney is a valued customer will be apt to keep her so.

Some letters are really nothing but tombstones placed over a sale that was killed by the lack of a little care. It's worth the time of a live man to keep a live customer devoted to his firm and its products.

PILGRIMS ADVERTISING ADVERTISING

The Trade Extension committee of the Pilgrim Publicity Association of Boston, has prepared a series of ten advertisements for the purpose of forwarding business promotion and honest publicity in New England. The ads are being set up and run without charge by between fifty and sixty New England newspapers, appearing in each newspaper once each week. The service is put out for the general benefit of advertising and it is reported by Vice-President Howard W. Dickinson that it is proving successful so far as results have been ascertained.

Let us send You a Free Copy of

The
**Printing
 Art**
Suggestion Book

THIS number, the April issue, contains actual specimen pages (not reproductions) from the \$200,000 catalogue of the Standard Sanitary Manufacturing Co. This catalogue is the largest, the most costly, and the most artistic book of its kind ever produced. Each copy weighs 9¼ lbs., and the total weight of the edition of 38,500 copies was 356,125 lbs. It contains 1,800 beautiful illustrations, several of the most handsome being shown in the April issue of *The Printing Art Suggestion Book*.

Every printer, every advertiser, every manufacturer should see this issue of *The Printing Art Suggestion Book*. It is an education in fine printing, for it shows by actual examples how to produce an effective catalogue.

Every catalogue, every circular, every piece of printed matter is more or less of a salesman. *The Printing Art Suggestion Book* presents each month examples of the best and most effective printed matter that is being produced. These are not reproductions, but are printed on the same stocks and with the same inks used for the originals. It shows you how to advertise effectively with paper and ink.

The printer, the merchant, the manufacturer, the advertiser who wishes his catalogue or other printed matter to be a productive salesman should see what other advertisers are doing. *The Printing Art Suggestion Book* is a monthly exhibit of the best printed salesmanship of the most successful advertisers. Let us send you today a free copy of this publication which costs over a dollar a copy to produce and over ten cents a copy to deliver.

Write on Your Business Letterhead

The University Press, Cambridge, Massachusetts

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Gen. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1100 Boyce Bldg., GEORGE B. HISCHE, Manager, Tel. Central 4340.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Olive 83.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

New York, April 25, 1912

Something Besides Money Needed

The National Citizens' League, it is reported, has spent a million dollars to educate the public to the necessity for a change in the banking laws. If it is true that such a vast sum has been expended, it has certainly not created much of a breeze in comparison, for example, with what the American Tobacco Company would do with the same sum. The money has gone mostly for form letters and books in expensive bindings. Now the League is asking for more funds with which to carry on the work. The appeal for cash is being made by John Claffin, president of the New York branch, through the banks of the National Association, in the form of letters sent to customers. It is reported that the response is satisfactory and that the League's work need not suffer for lack of money. One of the League's partisans ingenuously states that "the campaign itself, wholly apart from its purpose, is of distinct benefit to the country by providing employment for

thousands of workers, not to speak of the revenue derived from it by the Post-office Department."

Truly, a philanthropic movement!

The guiding spirits of the League have apparently fallen into the common error of assuming too wide a knowledge of banking and banking terms on the part of the seven million bank depositors of the country. Such terms as "reserve," "surplus" and "call money" are so common in the banker's vocabulary that he does not consider that to large numbers of those to whom he speaks they are little besides words. The expensive works on currency sent out by the League are admirable for the purpose of convincing bankers (who do not need it) that the laws should be changed.

To those already posted on the issue, the League's literature forms a splendid reinforcement and support, but to those who are not posted it is hardly understandable. One does not teach a child to read by starting him on the "Principles of Economics."

Why could not some good advertising agency be consulted as to the spending of the money which is now being raised? Probably the agency will know less about banking than its client, but it will know vastly more about the human intelligence which must be reached. Let the agency take the knowledge of the subject which the League can supply, and put it into a readable and understandable form. A "Primer on the Money Question" would at least clear the ground so that its readers would understand what the bankers were talking about.

There is no reason why advertising should not be as great a power in securing a reform as it is in securing the sale of shoes. It is a tool which may be used for a great variety of purposes. But for the best results it should be in the hands of those who understand how to use it.

PRINTERS' INK says:

A man's opinion of himself may be figured in the gross, but his boss is likely to demand the net.

Million-Dollar Luxuries

Frequently the argument is used in defending a questionable policy or practice of advertising, "Well, So-and-so does it," naming a firm that has achieved a great commercial success. Yet, if the inside facts were known, this very policy may be costing the big house a lot of money and its executives may be divided among themselves as to its wisdom. Because a concern has grown large and successful does not mean that each and every move it makes is the acme of wisdom. A case in point:

A certain rough-and-ready character happened to invent an entirely new and useful type of article. He was fortunate in his choice of an advertising man and under the stimulus of well-directed publicity the demand multiplied enormously. The success turned the manufacturer's head and he proceeded to treat the trade, particularly the jobbers, in a domineering and at times in an insulting way. He would even return civil business letters with unprintable comments scrawled across them. If he had had any competition, the trade would have taken its revenge promptly. But by the time competing articles entered the market, he had sold out his business. If his methods had been equal to the merit of his goods, he could have retired with millions instead of thousands.

It is doubtful if he realizes even now that every one of those scrawls on the jobbers' letters might almost be called *million-dollar luxuries*.

Very few executives, it is to be hoped, are in this class. Those that are do not read PRINTERS' INK and are beyond the help of fatherly advice, but it is to be noted in the sacred precincts of our inner consciousness that the sins of this prodigal manufacturer differ from the sins of most of us only in degree and not in kind.

"The head of the house can do no wrong"—that is a doctrine that is passing. The mistakes of the executive are a hundred times

more vital than the mistakes of the subordinate, just as his achievements and his responsibilities are a hundred times greater. And most of his mistakes—his costly, profit-devouring mistakes—have their origin in his indifference to the rights of others, his unwillingness to meet another half way, his disinclination to be of service, or his downright insolence. People forgive honest blunders; they remember churlishness.

It takes a tremendous lot of saving at the spigot to make up for a wasting of this sort at the bung.

It makes it easier for everybody to do business after the grafter is pilloried and the grouch is lashed to the mast. It would be just like finding money for the concern with a cold-blooded egotist in a prominent place to give him a post-graduate course in human sympathy. It would bring business.

PRINTERS' INK says:

Those things which are "taken for granted" are likely to turn out german silver plated instead of sterling.

Hurting Faith in Advertising

PRINTERS' INK notices in the trade announcements of a certain line of men's wearing apparel, that it is proposed to advertise the goods to the consumer under a guarantee of "money back plus twenty-five per cent" if the goods are not satisfactory. In other words, a dissatisfied purchaser of a dollar garment would receive a dollar and a quarter in exchange for it. The reason assigned for this procedure is the allegation that the garments are twenty-five per cent better than any others.

The consumer campaign hasn't gone very far yet and there is still time to modify it. It may be quite true that the product really is twenty-five per cent better than its competitors, and the company will doubtless make good on its guarantee. But the offer of such a guarantee is a very poor way to inspire the consumer with faith

in the goods or in the maker of them. A certain large proportion of readers simply will not believe it, setting it down as "advertising talk," and a considerable part of the remainder will conclude, in plain terms, that the advertiser is a fool to make it.

PRINTERS' INK has no interest whatever in this particular sensational scheme, aside from the fact that it will hurt advertising by reducing what might be called the "co-efficient of credibility." Every advertisement—be it false or absolutely true—which is couched in such terms as to prevent people from believing it, hurts all advertising. A statement of truth in terms which make it sound like a lie, might just about as well be a lie as far as the results in the minds of its readers are concerned.

If it concerned only the advertiser of the particular line of goods, he might make use of any sensational schemes he saw fit without protest from anybody. But his statements have a very practical bearing upon the statements of every other advertiser, since they are a part of what determine the public faith in advertising. And it is a truth, though it is sometimes hard to see, that if it is not good for advertising it is not good for the individual advertiser.

PRINTERS' INK says:

Fixing the blame for a mistake doesn't erase it from the expense sheet.

Another Kind of Price Regulation

A speaker before a prominent Eastern advertising club closed his remarks with an earnest commendation of the marked movement toward honest selling and advertising. He called attention to the rapid change from the two-price, haggling, *caveat emptor* methods of retail merchandising to the one-price, plain-figure marking, satisfaction-guaranteed policy of leading stores of to-day. His prophecy that this movement, like John Brown's

soul, was marching on brought enthusiastic applause.

In the informal chat that followed the address, a retailer asked: "A lot is said about price maintenance and the one-price system, so far as we retailers are concerned, but how many manufacturers and jobbers could you name who maintain their prices to retailers consistently—who give one as good terms as they do another?"

And it had to be admitted that there is a great deal of looseness in this end of merchandising—as much, perhaps, as there was in freight rates before the Federal Government took hold and insisted on the square deal for everybody. A chain can be no stronger than its weakest link, and it behooves many concerns to clean house before preaching consistent price policy to others. Already there are whispers that Governmental regulation may come in this department of business unless foresightedness makes legal regulation unnecessary.

PRINTERS' INK says:

Still undiscovered: the man who can knock his competitor and attend to business at the same time.

A Trade Journal for Women

It pays to read the Curtis ads all through for one never knows what nugget of wisdom may be tucked in away down at the end. One of a series now running in daily papers is headed, "The First Factory," and makes the argument that every home is a factory where raw materials are converted into finished products—flour into pastry, cloth into clothes, etc. And of course every factory manager must have his (her) trade journal to keep posted. "Why not reach her through her PRINTERS' INK?" concludes the ad triumphantly. "The Ladies' Home Journal is trade journal to more than 1,750,000 women." *Quod erat demonstrandum.*

This is the third step in the up-building of *Business*

A year and a half ago we began the process of making over The Book-Keeper. For 25 years it had stood as the foremost publication in its field—a staunch advocate of the best methods in accounting and office work. But the changing conditions in the business world and the increasing needs of business executives ultimately demanded a magazine of broader scope and larger purpose. So we set about to create it through the old Book-Keeper.

FIRST—

we made it over editorially. We dropped the old title which identified the Magazine with the accounting fraternity, and proceeded to transform it into a publication of practical interest to **THE MAN IN THE FRONT OFFICE**. We gathered together a corps of business writers that covers every business centre of this country and many foreign parts, and with their help we have built up a magazine each issue of which is a treasure house of ideas for the wide-awake, "on the job" business executive.

THEN—

we combed over its circulation lists—incidentally raising the subscription price from \$1 to \$1.50 a year—and added to its roster of readers **MANY THOUSAND BUSY EXECUTIVES** who had a need for such a magazine as this—a magazine of actual dollars-and-cents value to them in their work.

AND NOW—

We are going to increase the size of the Magazine to accommodate a type-page 10 inches deep and 3 columns in width, **PERMITTING EVERY ADVERTISEMENT TO BE RUN NEXT TO OR OPPOSITE A COLUMN OF READING.**

Each and every one of these changes has been to the advantage of advertisers, but this last change is of the utmost importance to them. It means that every advertiser in **BUSINESS** will have a larger opportunity to derive the full benefit from his announcements **through their direct association with the editorial contents of the Magazine.**

This change of size is to take effect with the forthcoming July issue. Send for the new rate card, or—better still, if you advertise an article that is designed for use in office, store or factory, or for men generally—let our representative tell you just what this change may do for you.

The **BUSINESS MAN'S PUBLISHING COMPANY, Ltd.** **DETROIT, MICH.**

Albert Stoll, West. Adv. Mgr.
Fort & Wayne Sts., Detroit.

Edgar E. Phillips, East. Adv. Mgr.
286 Fifth Ave., New York

HOW PAPERS CAN DIG UP CIRCULATION DATA

SUGGESTED MEANS BY WHICH
NEWSDEALERS AND STAFF CORRE-
SPONDENTS MAY BE USED TO
TAKE CENSUS FOR BENEFIT OF AD-
VERTISERS—FROM ADDRESS BEFORE
SIX POINT LEAGUE, NEW YORK

By Joseph Hamlin Phinney,
Advertising Manager of Weingarten
Brothers, Corset Manufacturers,
New York.

Enters advertising representa-
tive.

"I represent such and such a paper; we have such and such circulation; we are the only political organ in our territory (Democratic, Republican, Socialist, Prohibition, Suffragette, etc). We see your copy running in such and such a paper, and we want it."

Little or no presentation of territorial or commercial facts, clientele, distribution, or the usual specific selling-arguments, effective in merchandise-selling solicitation.

Daily I receive from publisher as well as representative literature (usually under a one-cent stamp) in which the thrilling information is conveyed, that on such a date that paper carried 1,408½ more agate lines of such and such advertising than did their nearest competitor, and they had a gain of 308 1/16 columns last Sunday, of dry goods advertising over the previous year, and over their second and third and fourth competitors, and so on.

With a very few exceptions, these conditions prevail to-day.

I recently received a beautiful green bordered announcement (seasonable) dated, March 17, that the _____ carried the greatest amount of automobile advertising in _____ supplemented by a display announcement that "as a result-producer the _____ is not open to argument because it produces," whatever that may mean.

In the same mail I received a letter: "We note your advertising appearing in the newspapers of _____ and other _____

cities and we are writing to urge that our city be not passed up entirely."

This shows exceeding diligence on the part of the publisher of this paper. But that is no profitable reason why we should take up his paper. There were no statistics, information, argument.

Attached to this was a printed letter addressed to the merchants of that city giving them some (what I suppose the editor considers) good reasons why they should advertise in his medium, all which I fail to see is of any palpitating interest to me, or any other advertising manager.

Occasionally I am startled by a telegram which I naturally assume to contain some important business communication.

I open it, and find that such and such a paper last Sunday beat its next competitor by so many hundred lines. You can imagine the effect created *against* that paper on receiving this kind of bunk.

Now if there is one business on top of this earth that ought to send out thrilling, live-wire, pulsating information to the general advertiser, it is the daily newspaper.

They are doing that, from a news standpoint, every second in the twenty-four hours, and mark you, gentlemen, the circulation department of a daily newspaper has got it all over the sales department of the Standard Oil or the United States Steel Trust forty ways as an organization for securing business-getting information, and if this organization was headed by a business man combining the *circulation* instinct, with *selling* experience, he could enable the advertiser using his paper to practically put his hand in the consumer's pocket in every house and shop in the territory which his paper covers.

The circulation department of any metropolitan newspaper could take the census of that city in twenty-four hours if put to the test. Why, then, let this, the most essential department of the paper, its very life-blood, eat any longer in the kitchen with the servants?

J.Chas. Green Co.
INC.

We Challenge

the best outdoor advertising plants in
the world to produce a record like this

APRIL 1911 to APRIL 1912

29 National Paint Orders

330 Local Paint Orders

103 National Billposting Orders

854 Local
Billposting
Orders

Skill in originating plans and designs that sell the
goods makes us predominate

Our customers are always pleased and that's what
develops billposting

J.Chas. Green Co.
INC.

SAN FRANCISCO

It rightly belongs at the *head* of the table—carving the meat.

The *circulation* manager should be the *sales* manager; the different newsdealers and news stands, his selling agents, and through this organization he can obtain invaluable information for the advertiser, regarding purchasing power, income, characteristics, nationalities, etc., of his entire circulation.

Now if you add to the *circulation* organization as a selling force, the out-of-town news correspondents with their every city, town, village and hamlet acquaintance, you create an information-bringing, sales-distributing organization of invaluable assistance in obtaining new business and increasing your old.

Supposing the circulation manager wishes to know how many possible corset wearers his paper reaches.

By communicating with the various newsdealers, wherever his paper circulates, and through the local news correspondents, he could request such information, and in answering, the subject be elaborated upon as much as possible; that is, whether such a territory was a one dollar corset territory, one dollar and a half or two dollar; how many stout women, etc.

The circulation manager would collate these details, pass them on to his representative, who calls on the advertising manager of the corset manufacturer with *definite* information; just where his money would go if put in his paper, and so enable him to analyze the possibilities and the copy to use, to get the most out of them.

Supposing as a result of such tabulated information, the representative could say to the Ever-ready Razor people. "We can prove to you that out of our circulation of _____ we have shaving possibilities in men readers from sixteen to seventy-five of _____ and can directly influence the sale of your razor in _____ shops in _____ towns; here is the record, we can send proofs of your advertisement

with time of insertion to _____ dealers in _____ towns and give you the names if you want them."

Would he get a contract? Y-E-S.

The evolution of this idea might be a complete selling and distributing force of dealers and correspondents, each being recompensed on a certain fixed sale, thus giving them an additional source of income obtained through your paper's influence.

Following this same proceeding, he could get information for the shoe manufacturer, clothing manufacturer, textiles, commodities of *all* kinds; and in time the publisher would have analytical information regarding specific advertising possibilities of his paper for his representative to lay before the advertisers, with almost the certainty of getting a contract.

You might ask: "What is the news-stand dealer going to get in exchange for obtaining all this information?"

He is going to get *more business*, because in canvassing for the information, he brings the paper into contact with a great many more people than he now distributes to; that gets him more business and builds circulation.

TO GET DEALER INFORMATION

Now from the standpoint of obtaining information regarding *dealers*.

If properly recompensed, the circulation organization can obtain through the above-mentioned ramifications, specific information regarding every shop in the territory; which can be analyzed, tabulated, commercial rating ascertained, and all passed on to the representative, who will then have specific *dealer's* information, on which to solicit advertising.

How would the dealer give such information?

I believe the shoe man on the corner would be very glad to tell his friend the newsdealer, the various brands of shoes he carries, different retail prices, characteristics of his trade, etc., in return for which the paper would *print a little advertisement* a cer-

tain number of times *free* in a classified column, with the result, that in a short time the paper would have a *page* of this kind of advertising; free, to be sure, for the time being, but none the less valuable because some of those dealers would get *results* from those three or more free advertisements, and it would then be up to the local solicitor to approach them with some sort of *prepared* copy, and develop them into *paying local advertisers*.

By methods like these, you open up new *local* business, and get your *information for nothing*.

This brings up a proposition in which *I* am personally interested, that of furnishing trade-making copy for local advertisers.

Last summer I was in a certain New England city chatting with an advertising man and the leading furniture dealer, when the solicitor of the evening paper entered.

Naturally the conversation turned upon advertising in gen-

eral, and local advertising in particular, and the furniture dealer on being urgently requested by the advertising solicitor to give him copy for the next day's insertion, expressed himself rather vigorously as being constantly interrupted in carrying on his legitimate business by the request of the solicitor for copy.

I asked Mr. Furniture Dealer, "Would you not gladly pay for a series of furniture ads covering an entire year if written in such a way that certain copy could be seasonably adapted to your business, introducing special sales, marked downs, economical features, etc.?"

"I would," he replied, and after the solicitor had gone and he felt more free to talk, we went into the matter in detail, and he said that while he was glad to advertise, the unpleasant feature connected with it was, that he had to stop and write his own copy, and not being an advertising man, or having in his mind typographical

"Silver
that

Plate
Wears"



Faith in a Trade Mark

No better example of faith in a trade mark with quality back of it, and both persistently advertised, can be cited than that of

1847 ROGERS BROS.

When you are asked to cite an instance of persistent advertising, you can point to **1847 ROGERS BROS.**, which over 50 years of publicity has made familiar to those who wish the standard in silver plate.

MERIDEN BRITANNIA CO., Meriden, Conn.
(International Silver Co., Successor)



display, his advertising results were not nearly as effective as he was entitled to have them, from the prominence and advertising value of the newspaper in which they were inserted.

Now, gentlemen, if this paper (and it is a good paper, a rich paper, a paper well able to have a trained copy writer on its permanent staff) *did* have such a writer, he could prepare copy for the leading trades of the city, and by being a resident, a member of the local club, and personally acquainted with all the dealers, could inject into his copy a trade-personality of the dealer whose copy he was preparing, that would give added results to its insertions, and I am satisfied would cause the dealer, from such resultful value not only to do *more* advertising but *larger* advertising.

MUST CHANGE OUR METHODS IN SOUTH AMERICA

The following is an extract from an interview with Charles Wellington Furlong, the explorer and writer, published in the *New York Times*:

"What we Americans should strive for in South America is commercial conquest. The natural resources of the South American Continent are enormous, as every one knows. Argentina exported more wheat than the United States did two years ago, and is the second largest wool exporter of all the countries of the world. All the best land, of course, in Argentina is now taken up. You can travel all the way across Argentina to Chile on the Transcontinental Railroad without being at any time out of sight of grazing cattle or sheep. Wire fencing is strung 600 miles across the country without a break. The quebracho forests, from which railroad ties are made and tannin extracted, and the trees of which live for 1,000 years, are also all taken up.

"There is a big demand all over the Argentine just now for engineers. There are a lot of engineering contracts just now open for bidders. The railway systems of the country are still undeveloped. In the cities themselves there are many safe and profitable electric lighting, rapid transit, and power contracts. There are opportunities for young Americans who speak Spanish in the South American business houses. But there are especial opportunities for young Americans who mix readily to travel through South America, introducing new lines of goods and getting a share of the old lines which the German business houses have secured control of through better business methods.

"But, if American business men are going to handle trade in South America in competition with the Ger-

mans they must adopt different business methods than they have adopted heretofore.

"South American business firms like rather long credit—ninety days. The business houses there have been established just as long as ours have, and are perfectly safe. Where the German and English importers have the upper hand of our American firms in South America is that they are in control of the banks, and can thus find out about whose credit is good and whose credit isn't.

"There are practically no American bankers in South America, but the German bankers go so far as to let representatives of German business firms actually copy the invoices of American goods which pass through them. Soon after the copies of these American invoices have reached Germany out come a lot of courteous, sociable German salesmen with samples of goods just like the American goods only a little better or cheaper.

"The trouble with the methods of the American business firms operating in South America just now is that they are trying to make the South Americans take things that they don't want, instead of studying their needs as the Germans do. The American salesman, for example, will try to make the ranchman buy *derbies*; the German on the other hand, send agents through the country picking out *sombreros* and other things which South Americans like to wear. These are taken back to Germany and improved upon until the ranchmen and the rest of the population are more pleased than ever before. The German salesmen, too, are more suited in their manners to do business with the South Americans. They are especially good mixers, and they don't try to hustle too much.

"The American way of 'putting it across quick and beating it off by the next steamer' doesn't go in South America. The South Americans, if they like a man well enough to do business with him, want to have them visit their country places, meet their families, and be sociable. Then they give an order which often opens the salesman's eyes. There is a lot of the old *caballero* spirit in them, and the winning of their regard is the greatest business asset a salesman can have."

C. F. REMINGTON WITH MAC- MANUS

Charles F. Remington, formerly business manager of the *Detroit Journal* has joined the MacManus Company, the Detroit advertising agency. Mr. Remington's most recent connection was director of publicity for the Manufacturers and Dealers Association, of Chicago.

Walter E. Anderton, of Boston, has been appointed manager of the New England office of Doubleday, Page & Co., succeeding William J. Neal, who becomes advertising manager May 1.

No explanation can explain why an explanation is necessary—*Economic Advertising*.

ORGANIZE BIG CO-OPERATIVE GROCERY

A big grocery company, to be conducted on the co-operative plan, is projected for Memphis, Tenn. The concern, which, it is said, will be backed by several men who have been prominently identified with the wholesale grocery business in Memphis for the past several years, will be capitalized at \$1,000,000.

The plan is not to build a system of co-operative retail stores, but organize

a wholesale grocery company, in which the retail merchants of the Memphis territory will be stockholders.

Leading Chicago theatre managers will give up many forms of advertising which they have long used, such as window cards, small posted bills and tacked cards and depend more on newspaper advertising. No billing less than eight-sheet size will be done. This was recently agreed upon by leading managers in order to reduce their large free pass list.

CHURCHILL-HALL have just issued an open letter.
50 UNION SQUARE
NEW YORK

It contains two quotations, a suggestion of what advertising "service" is, a description of the service they offer to advertisers and their attitude on the "Fee or commission" question, under consideration by many large advertisers. A copy will be sent you if you wish.

Save 1½c. Per Sq. In. On Your Canadian Advertising Plates

Don't pay the duty—save that cent and a half per inch—let us make your Canadian electros, stereotypes and mats. We will ship them for you too, if you tell us to do so. Then, too, we know every publication in the country—know which require plates and whether mounted or flat, which can take mats—and our knowledge of conditions can save you money. Prompt service and first-class work guaranteed. Ask our customers. Prices on request.

Rapid Electrotpe Co. of Canada

345-347 Craig Street, West
MONTREAL, CANADA

VOLUME OF ADVERTISING IN LEADING FARM PUBLICATIONS FOR MARCH

(Exclusive of Publishers' Own Advertising)

The following figures, with the exception of those indicated by asterisks, are taken from the reports compiled by the Washington Press Bureau.

WEEKLIES

Paper.	General and Class Adv.	Live Stock and Classified Adv.	Total.
Breeders Gazette	55,365	47,536	102,901
Iowa Homestead	72,443	26,570	99,013
Wallaces' Farmer	80,620	18,181	98,801
Farmers Mail & Breeze.....	74,825	23,828	98,653
Hoard's Dairyman	77,369	17,217	94,586
*Orange Judd Farmer.....	76,516	76,516
Rural New Yorker.....	71,299	4,892	76,191
Ohio Farmer	67,837	4,568	72,405
*American Agriculturist	71,734	71,734
The Farmer	62,001	9,478	71,479
*New England Homestead.....	69,645	69,645
Kansas Farmer	44,424	20,242	64,666
Indiana Farmer	53,557	9,509	63,066
Michigan Farmer	58,369	4,026	62,395
National Stockman & Farmer.....	54,668	5,503	60,171
Farmer & Stockman.....	48,577	10,844	59,421
Wisconsin Agriculturist	52,814	4,795	57,609
Progressive Farmer	49,419	7,424	56,843
Farmer's Guide	42,659	14,071	56,730
Farm & Ranch	51,213	3,653	54,866
Farmer's Review	51,999	440	52,439
20th Century Farmer.....	46,702	4,732	51,434
Country Gentleman	43,381	7,451	50,832
*Northwest Farmstead	50,814	50,814
Wisconsin Farmer	45,296	5,108	50,404
Nebraska Farmer	42,005	5,122	47,127
Northwestern Agriculturist	45,594	1,437	47,031
Practical Farmer	29,745	1,224	30,969

In making comparisons, proper allowance should be made for those weeklies which in some months have five issues to the month and in other years only four issues to the month.

SEMI-MONTHLIES

*Dakota Farmer	58,630	58,630
Farm & Fireside.....	55,741	348	56,089
*Farm & Home.....	49,465	49,465
Farm Stock & Home.....	44,214	1,236	45,450
Prairie Farmer	38,816	1,034	39,850
Southern Ruralist	36,202	1,345	37,547
Kimball's Dairy Farmer.....	32,658	4,800	37,458
Oklahoma Farm Journal.....	22,622	1,896	24,518
Up-to-Date Farming	21,106	95	21,201
Farm Progress	20,372	732	21,104
Illinois Farmer	17,841	180	18,021
Home & Farm.....	14,106	691	14,797
Missouri & Kansas Farmer.....	12,919	320	13,239
Farmer's Voice	9,989	42	10,031

MONTHLIES.

*The Fruit Grower.....	36,200	36,200
Successful Farming	24,872	43	24,915
Nebraska Farm Journal.....	21,784	803	22,587
Farm Journal	19,825	202	20,027
*The Gleaner	19,484	19,484
Missouri Valley Farmer.....	16,692	16,692
Agricultural Epitomist	14,611	14,611
*Farm Press	11,584	11,584
Farm Life	10,757	10,757
Farm News	9,251	9,251
Farm World	6,065	6,065

Quantity Circulation—Strongest Evidence By a Silent Witness

(Facsimile Post Office Receipt.)

THIS RECEIPT TO BE GIVEN THE PUBLISHER OR NEWS AGENT.	No. <u>113</u> A	Form 2639	
	Post Office, <u>Spencer</u> , State, <u>Ind.</u>		
	Date: <u>March 22</u> , 19 <u>12</u>		
	Name of Publication, <u>Agricultural Epitomist</u>		
	By News Agent, _____		
	Weight of Sample Copies (Sample Copies are always subject to Postage).	POUNDS MAILED.	
	Weight of Copies to Subscribers, Subject to Postage.	<u>3609</u>	
	Total weight of Copies subject to postage at One Cent a pound.	<u>48585</u>	
	Weight of Copies to subscribers in county of publication, Free of Postage.	<u>48197</u>	
	By _____	<u>203</u>	

Received full prepayment of postage.

A RECEIPT MUST BE ISSUED FOR EACH MAILING, WHETHER THE MATTER BE SUBJECT TO POSTAGE OR FREE.

By Lyman D. Henningsen P. M.

Postage rate on newspapers is 1 cent a pound; \$481.97 pays for 48,197 pounds. March issue was 32 pages and weighed $4\frac{1}{2}$ papers to the pound. Multiplying 48,197 by $4\frac{1}{2}$ gives 216,876 copies for March.

January Mailing, 226,464 copies. February Mailing, 219,828 copies. Original post office receipts submitted upon request.

**QUALITY CIRCULATION
STRONGEST EVIDENCE—RENEWAL ORDERS.**

Another silent witness—our advertising columns. Sample copy, rates and further particulars upon request.

**AGRICULTURAL EPITOMIST
SPENCER, INDIANA**

The Lincoln Daily Star Gains Grow for Month of March, 1912

The Star is making a steady and rapid gain in advertising as shown in the following monthly report. These gains are due to merit of the paper—big gains in circulation—and the fact that Star advertising invariably brings results.

Q In March, 1912, advertising in The Star showed an increase of 2,131 inches over March, 1911.

Q Our nearest competitor in March, 1912, showed a decrease of 970 inches over March, 1911.

The Star gives an itemized account of circulation. Circulation books open for investigation to advertisers at their pleasure.

STAR PUBLISHING CO.

LINCOLN, NEB.

H. M. Ford,
Western Representative,
1048 People's Gas Bldg.,
Chicago, Ill.

MacQuoid & Tilden,
Eastern Representatives,
Brunswick Bldg.,
New York City.

**Cheaper than the Motor Car
—Better than the Horse
NEW ERA TRI-CAR.**



The advantages which the New Era affords over the motor car and the horse-drawn vehicle for the delivery needs of the average merchant lie in the fact that it is more economical and efficient than either.

It is cheaper in the first cost and cheaper to run and maintain than the motor car.

It will deliver more goods; cover a larger territory in a given time than the horse-drawn vehicle.

The New Era is not affected by the elements—heat or cold—thus assuring continuous service every day in the year.

Day after day the New Era will work for you; will bring you in closer communication with your customers; will give you a larger territory to draw trade from.

Do you get the full meaning of this remarkably cheap delivery car?

Based on the experience of merchants in almost every line of business the average daily cost of running the Tri-Car does not exceed twenty-five cents.

No matter what form of delivery you are now using, what your road and weather conditions may be, you should use the coupon.

Do not wait for your competitor to do so first—write today for facts.

THE NEW ERA AUTO-CYCLE COMPANY
31 Dale Avenue DAYTON, OHIO

THE NEW ERA AUTO-CYCLE CO.
31 Dale Avenue, Dayton, Ohio

Send me your literature.

Name
Business
Street
City State

**NORTHWESTERN DIVISION
CLUBS IN CONVENTION**

Honesty in advertising and the relations of advertiser and publisher to readers were the principal topics discussed at the annual joint convention of the Northwest division of the Associated Advertising Clubs of America and the Nebraska Publicity League, held at Lincoln, Neb., April 16 and 17. The delegates were guests of the Lincoln Ad Club and although the attendance was not large it is reported that the convention, on the whole, was accounted a very successful one.

Among the speakers was James Schermerhorn, publisher of the *Detroit Times*, answering the question, "Who Makes Fraudulent Advertising Effective?" It is Mr. Schermerhorn's idea that advertisers should withhold their patronage from papers that habitually run dishonest advertising and he favors such action instead of any legislation.

S. Roland Hall, of **PRINTERS' INK**, explained the **PRINTERS' INK** model statute and gave the other side of the case.

Other speakers were Allen D. Albert, Jr., of the *Minneapolis Tribune*; Professor Charles A. Alden, of Omaha University; A. V. Pease, of Fairburg, Neb., and G. A. Wightman, of Des Moines, secretary of the Iowa Manufacturers' Association.

The delegates decided upon Omaha as the point for holding the next division convention and it was the unanimous sentiment that the division meeting ought not to be abandoned. The new officers expressed the intention to push the next convention with a vim.

The following resolution was offered by Mr. Albert and adopted:

"Resolved, That the advertisements of frauds, the misrepresentation of wares in advertisements and the maintenance of different standards of honesty in the news and advertising columns is directly subversive to sound advertising and the writing of advertisements as a profession; that the Northwestern division of the Associated Advertising Clubs of America hereby pledges itself to oppose such unworthy advertising by every means in its power and that the president of this division is hereby instructed to appoint a special committee of five to devise means of making this resolution effective."

Allen D. Albert, Jr., S. R. McKelvie, A. V. Pease, O. E. McCune and H. R. Kelso were named by the president to carry out the sentiment of the resolution.

The Northwestern division elected the following officers for the ensuing year: President, A. L. Gale, of the Darlow Advertising Agency, Omaha; vice-president, Allen D. Albert, Jr., associate editor of the *Minneapolis Tribune*; secretary-treasurer, K. L. Murray, Beatrice Creamery Company, Lincoln, Neb.

The Publicity League elected the following officers for the ensuing year: President, Penn P. Fadrea, Omaha Trade Exhibit, Omaha; vice-president, George Wolz, manager of the Fremont Commercial Club, Fremont, Neb.; executive secretary, H. R. Kelso, of the Lee Broom & Duster Company, Lincoln;

corresponding secretary, Fred Creigh, Omaha; treasurer, A. V. Pease, Fairbury, Neb.

The Lincoln Club entertained the guests the first night at a minstrel show and on the second night the annual banquet of the club was given. At noon of the second day the Lincoln publishers entertained the visiting guests at a buffet luncheon.

TRIBULATIONS OF JOBBERS HOUSE-ORGAN

According to an interview, or an article based on an interview, with Harry Balfe, head of the well-known wholesale house of Austin, Nicholas & Company, of New York, printed in a Chicago grocery paper, that house has given the "house-organ" its knockout blow. According to this story, Mr. Balfe killed the house-organ of his own house and its "graft" as soon as he became head of the house.

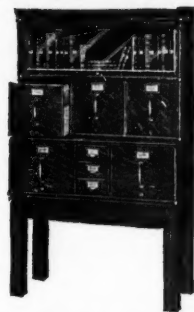
Mr. Balfe is reported to have said that he found managers of departments making a snug little sum each year out of their share from the "advertisements" running in the house publication, and he felt that it was a detriment to the house as well as an imposition on the manufacturer who was being forced to advertise. On the one side, he said it induced overbuying and overloading as one inducement to the manufacturer to advertise, which was detrimental to the jobber, while on the other, since it had no advertising value to the manufacturer, who expected to get his value from the jobber in some other way.

On these grounds Mr. Balfe claims that he put the house-organ to sleep over two years ago and cut out all advertising graft. This doubtless will be hailed with delight by legitimate publishers, as well as manufacturers. But the action of Mr. Balfe is rendered especially interesting by a perusal of Austin, Nichols & Company's latest issue of their "price list," dated April 1. It contains no less than 18 advertisements of manufacturers, presumably paid for, not to mention numerous listings of manufacturers' brands in the regular price lists.

But Mr. Balfe has another idea in the premises which will doubtless interest manufacturers quite as much as his abolition of the house-organ graft. To quote from the Chicago story: "Mr. Balfe holds that the manufacturer, when patronizing a house-organ, regards the expenditure in the nature of an extra discount, and when he (Mr. Balfe) finds an advertisement in a price list he will demand his discount, because he does not propose to be deprived of his discount simply because some one else has got it."

Just how Mr. Balfe's salesmen regard this transfer of the proceeds of the house-organ "advertising" is not stated. Neither does it appear what has become of the "graft."—N. Y. *Journal of Commerce*.

The Detroit Adcraft Club had a gala time at its dance at Strasburg's, April 24.



Your Catalog and The Other Fellow's

Apparently there is as much need of a commission to standardize the size of catalogs as there is to regulate the postal rate.

One reason why the variety of sectional filing cabinets made by *The Globe-Wernicke Co.* is so extensive is the recognition of this divine right on the part of the manufacturer to publish any size catalog he sees fit.

Globe-Wernicke Catalog Cabinets

look as if they were made-to-order—yet they are simply combinations of our stock patterns, that can be duplicated at any time—a feature of our unit system which is much appreciated by the Advertising Manager, who believes in standardization.

These outfits may be seen and are on sale at any of our branch stores or agencies.

Catalog on request. Simply Address: Dept. P. K. 810.

The Globe-Wernicke Co. Cincinnati 6

Branch Stores:

New York	-	380-382 Broadway
Philadelphia	-	1012-1014 Chestnut St.
Chicago	-	231-235 So. Wabash Ave.
Boston	-	91-93 Federal St.
Washington	-	1218-1220 F St., N. W.
Cincinnati	-	128-134 E. Fourth St.

THE 1912 CONVENTION AND THE SOLICITOR

TEN PER CENT OF 28 GENERAL EASTERN PUBLICATIONS' CIRCULATION LOCATED IN TEXAS—WHAT DO YOU KNOW OF THOSE READERS WHEN YOU APPROACH AN ADVERTISER? —THE BUSY MAN'S TRIP—DON'T STAY IN METROPOLITAN CITY AND CONTINUE TO IMAGINE YOU'RE THE WHOLE SHOW

By S. E. Leith.

There is not a solicitor or representative who is not selling some circulation in the state of Texas—and I say this with a full knowledge of the facts.

Any general publication not circulating in the state of Texas is not worthy of being represented. I don't believe there is a man in this calling who would represent a national medium so small that it did not go to Texas. According to official statistics twenty-eight general publications of the East have in Texas and the Southwest more than 1,400,000 subscribers, which is very nearly ten per cent of their total circulation.

What do you know about this ten per cent of your product that you are trying to sell the advertising manufacturer? Are you not blind to your own interests when you fail to become familiar with the real condition of the territory in which your publication has so large a percentage of its circulation?

Knowledge is power, and it is the only kind of material with which you can safely lay the foundation for efficiency. If you have not the knowledge of territory which may be secured by attending the Texas convention, then you are lacking in the ability which ought to be possessed by every honest advertising adviser.

And so I say to you solicitors, agents and managers, while you are all working for honesty in advertising, be honest yourself in a full knowledge as to what you are selling in the form of space or service. Don't attempt to advise or recommend something about which you know nothing, whether

it be territory or circulation. Learn all about it yourself, get acquainted with the facts, acquire real knowledge.

Gentlemen, they are going to do things for your profession in Dallas—things that will lift it higher, and put it upon a more permanent basis. This will be done. Don't stay at home in the ten-line class; get out on the firing line of investigation, and make a big one of yourself.

As an advertising man, as a business man, as a lover of your country, you can't afford to miss this trip to Texas if there is any way in which you can manage to take it in. The spirit of fellowship among advertising men will be more intense than it has ever been before. There will be afforded a wider outlook upon the future of our work than we have ever been able to get



CARNEGIE LIBRARY AT THE CORNER OF
COMMERCE AND SOUTH HARWOOD,
DALLAS, WHERE THE FIRST DIS-
PLAY OF ADVERTISING OF THE
A. A. C. OF A. WILL BE
SHOWN

hitherto. And we shall be able to stamp the advertising idea upon that whole Southwestern county, with its immense potentialities, in a way that will never permit it to be effaced.

This convention will herald the subject of advertising before the commercial world as it never has been heralded before. It will awaken new interest. Men who never thought of the subject before are going to see its possibilities, and you are going to be benefited. Will you be a part of it? Will you reap the benefit of this awakening, or are you going to lie dormant and let somebody else step in your place?

Don't sit in your metropolitan city, in your big factory, or your

Premium Service

On a National Clearing House basis, relieving you of investing in a stock, expense of handling, heavy cost of printing catalogues, etc.

"The age of organization, where results are obtained at small cost, the work being done by experts."

Back of the Porter Premium Service is the experience of nearly 20 years, with unlimited resources and ample ability, offering every advantage of dealing with a high grade institution.

THE JOHN NEWTON PORTER CO.

JOHN NEWTON PORTER, President

NATIONAL PREMIUM CLEARING HOUSE

253 BROADWAY

NEW YORK CITY, N. Y.

SELECT PREMIUMS and SOUVENIRS of REAL VALUE

FROM THE

"Griffon" Lines

FREE BOOK of ADVERTISING KNIVES, SCISSORS, and CUTLERY NOVELTIES

We carry the widest variety of quality advertising cutlery in the world.

Write today for our book. It will help you *select the right* premium or souvenir at the Right Price.

Griffon Cutlery Works 515-517 Broadway
New York





Read This List of Recent Contributors —

Hon. Woodrow Wilson
Hon. Elhu Root
Hon. Martin W. Littleton
Hon. Jonathan Bourne, Jr.
Hon. Charles J. Bonaparte
Hon. Peter B. Grosscup
Hon. James Byrce
Hon. Charles Nagel
Hon. Frederick W. Lehmann
Hon. U. M. Ross
Hon. Thomas W. Shelton
Hon. A. J. Rodenbeck
Hon. J. V. Coffey
Hon. Emil Seidell
Hon. M. F. Morris
Hon. Frank E. Mott

Hon. Victor L. Berger
Dr. Algeron S. Cragoey
Prof. Roscoe Pound
Judge William Willis
Louis D. Brandeis
Samuel Untermyer
Victor Morawitz
Francis L. Stetson
George W. Perkins
Walter D. Moody
Ralph E. Dunlap
Burton J. Hendrick
David Perry Rice
Everett P. Wheeler
R. H. Gevane
William D. Totten

¶ These men wrote about the present day problems of the nation, the states, the cities of which Case and Comment is treating in special numbers this year.

¶ Send for sample copy of the May—"Humanizing the Criminal Law" Number.

¶ Ten thousand guaranteed circulation—in a powerful field worth any advertiser's attention.

¶ June forms close May 10th. Regular magazine size. Advertising rates on application. Subscription price \$1 per year.

CASE AND COMMENT

Rochester

New York

PHYSICAL CULTURE

owes its existence and steady growth to its editorial personality woven around the most vital of policies—health, hygiene and sanitation.

Devoted entirely to subjects of vital importance, it exerts a wonderful influence with the readers, and paves the way to their confidence for the advertiser.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: People's Gas Building
W. J. Macdonald, Manager

Boston Office: 24 Milk St.
Oliver E. Butler, Manager

Quality Circulation Brings Returns

big office and think you are the whole show, for indeed you are not. The great subway of New York depends upon the nickel rider; the greatest of all publishing houses depends upon the man who pays one or a few pennies for his paper; the Standard Oil Company depends upon the family who buys the quart; the National Biscuit Company, with all its greatness, depends upon the purchaser of the five-cent package, and so we might go through the list of big industries which makes the bigness of America; we find them all dependent upon the most humble. The greatness of, the success of, all national advertising depends upon the support of all the people in all the states, and that includes the Southwest.

INSPIRED THE MEN WHO HAVE MADE AMERICA

What makes America? Not America itself; for it was here in all its grandeur thousands of years ago, but it is the men of America, who, by their achievements, at such conventions and meetings as this, are able to do the things that make America the recognized commercial power of the world. Get out and know your country, know your constituents, know the power with which you are dealing. You will find a tremendous amount of this knowledge, this fundamental power in Dallas, on your trip through Texas, in your attendance at the advertising convention.

I remember distinctly an address delivered before a Sunday School class, bearing on the importance to the Christian life of Easter. The great point established was that nobody fully realized or enjoyed the glories of Easter, who had not been diligent in their duties through the Lenten season. Now it is not all different with the true spirit of this great convention and its good to the individual.

If you want to reap the benefits of this great work, you must be an active participant—you must do your share to bring about its greatness by giving it the benefit of your personal attendance.

The very busy man can leave New York on Thursday, May 16, via the St. Louis Special, and be in Dallas Saturday night. He can attend the business session and be back in New York the following Saturday. But don't be too busy to make the state trip—it will be time well spent.

And here let me put in a word of caution. Don't go to Texas if you are at all dissatisfied with your present surroundings, unless you want to move. Never yet have I seen a man so big and so strong that he was able to stand face to face with the enthusiasm, the good-fellowship, the advantages and possibilities of Texas, that he didn't feel he wanted to be a part of it; that he didn't feel there was something there which interested him, and something which was really in the nature of a call in the interest of a better future. Believe me, if you go to Texas you will get this spirit, and if you are not satisfied at home it will make you think, with the probable result that the East will lose another citizen in the interest of Texas.

No matter what method of travel you adopt, whether boat or train, there will be good fellows a-plenty, and every man will not only be able to pick his own company, but arrangements for departmental meetings are such that you can go directly to the discussion of things in which you are most interested.

EDUCATIONAL FROM BEGINNING TO
END

This is to be an educational convention, from first to last, and will be attended very largely by solid, studious business men, who want to take advantage of it from that standpoint, and you will find the real men of Texas only too glad to serve you in every respect, so that not a moment will be lost.

Your business brothers of the North and West will be in Dallas. Think of the reunion it will be. A sincere band of intelligent workers assembled with the one idea of bettering the business conditions of each other. Is the East going to be lacking in enthusiasm and appreciation?

Over 400
Ships

1,210,000
Tons



To Editors, Business and Circulation Managers

We desire to offer a limited number of staterooms on the following cruises at minimum rates to be used as prizes in circulation contests.

AROUND THE
WORLD,
ORIENT,
SOUTH AMERICA

For particulars address,
Advertising Department,
**HAMBURG-AMERICAN
LINE**
45 BROADWAY
NEW YORK

Copyright

1912

CANADA—

is an enormous and growing Furniture market.

She imports nearly all her hardwood, lumber, and mill machinery.

The Furniture Journal

(Monthly. Type 7x10. Mailed 10th each month. \$300 for 12 pages.)

Goes to almost every seller of furniture and to every user of lumber and machinery.

If you want to talk to these people from the pages of a paper they respect, write to-day to

ACTON PUBLISHING CO. Limited

Head office.....Toronto, Ont.
Montreal office...Cristine Bldg.
Chicago office...4057 Perry St.
London, E. C. Eng...65 Fleet St.

One Year's

Intense Advertising Service Guaranteed

¶ Your "Trade Mark" on the dial of the OVERLAND UNIQUE combination desk and pocket watch will be constantly suggestive to the man who buys.



¶ An inexpensive advertising novelty of merit that you will endorse and he who receives it, will treasure and give full credit to the spirit that prompted your gift.

Sample with your Trade Mark sent upon receipt of - \$1.25
Quantity prices on application.

Knickerbocker Watch Co.

11 John Street

New York

If you love your city, your state, your country, your business, your own future, make this vacation a real one and one of everlasting revenue through increased efficiency.

Charge up the cost of your Texas trip as an investment for education, not as an expense.

Get the money somehow, even if you have to borrow it; you can afford to pay liberal interest.

Every publisher, every agent, every manufacturer, every man who has the means, should esteem it a blessed privilege to help the enthusiastic and aspiring employee in his effort to attend this great convention, whether it be in cheerfully allowing the time or by a check to help pay the expenses.

Finally, to quote Mr. Coleman, "Now is the time to wake up, it, not the day that the special train pulls out of the station loaded with your friends, all bound for Texas. Get aboard now."

God grant that every man who has the disposition may find the means of getting there.

DELEGATION FEATURES AT DALLAS

One of the interesting features of the Ad Men convention which will be held at Dallas May 19 to 23, will be the delegation from the Roswell, New Mexico, Ad Club. This club is the only one in the new state and will make the twelve-hundred-mile trip to Dallas and return in automobiles.

Slogans and advertising ideas of the various clubs will be unique. The St. Louis club will bring that famous "houn' dog" that has been kicked around so much lately. San Francisco will bring eatables enough to feed a regiment. Denver will bring some pet bears. Oshkosh, Wis., will try to bring a porcupine if they can get a leader for it, while the Roswell club say they will be known by their horns.

MILWAUKEE WILL SEND SIXTEEN DELEGATES

The Milwaukee Advertisers' Club will send sixteen delegates, headed by A. R. Wellington, to the annual convention of the Associated Advertising clubs of America at Dallas. This was decided at the monthly meeting of the club, April 10.

C. H. Ashley, an advertising man of Toronto, appeared before the club and asked its members to favor the holding of the next convention at Toronto.

C. H. Hall addressed the club.

NEW YORK PUBLICITY WOMEN
DINE

At Lorber's, April 15, fifty New York advertising women discussed over the dinner plates the desirability and necessity of forming an advertising women's club.

If this organization continues to grow as it has during the past month—it has doubled its number in the thirty days since its inauguration—it will not be long before the advertising men of New York will be soliciting invitations to hear the illustrious speakers—the Hollingsworths and others—who will have been retained by their progressive advertising sisters.

While more instructive, perhaps, these learned authorities could scarcely be more entertaining than the speakers who addressed the advertising women.

Miss Elizabeth Jordan, editor of *Harper's Bazar*, delighted her hearers with reminiscences covering a busy journalistic career.

Miss Helen Louise Johnson, formerly associated with *Good Housekeeping*, and a recognized expert on household science and domestic economy aroused much merriment among her auditors, who thoroughly enjoyed her keen analysis of women's place in the advertising scheme. Another guest of honor was Miss Lord, Director of Pratt Institute.

Among others who were present were Miss E. A. Armstrong, Miss Duff, Miss Ida Clark, Mrs. J. George Frederick, Miss Mabel Grasswinckel, Miss E. S. Leonard, Mrs. Claudia O. Murphy, Mrs. C. L. Overman, Miss A. R. Rosenblatt, Miss M. E. Walker, Mrs. Grace Wilmot, Mrs. Taylor, Miss Hoag, Miss Stanley, Miss A. May, Miss Meyer, Miss Eck, Miss D. Kane, Miss Edmonson, Mrs. R. L. Rimes, Mrs. Alice R. Jones, Miss Barry, Mrs. Meeks, Miss Gruhel, Miss Emmons, Mrs. Kleinsorge, Mrs. Claudia P. Engel, Miss Bernstein, Miss Alter, Miss Jane Jones, Miss Gordon, Mrs. Wolff, Mrs. Baright, Miss M. H. Sanders, Mrs. Brandon, Miss J. J. Martin, Mrs. Leroy Fairman. The attendance included women connected with the Oakland Chemical Company, Scott and Bowne, Perry Dame and Company, Jas. A. Richards and Staff, Magazine and Book Company, Business Bourse, Geo. L. Dyer Advertising Agency, National Lead Company, Nelson Chesman & Company, L'Art de la Mode, M. P. Gould Company, Abbott Detroit Motor Company, Rimes Illustrating Company, Pictorial Review, Paul Block, Allen Advertising Agency, New York *Sun*, *Town Topics*, Crown Perfumery Company, R. H. Macy & Company, Centmeri Company, Flints' Fine Furniture, Advertising and Selling, etc.

The Bethlehem Steel Company will use moving pictures for advertising. A few weeks ago the company contracted with the Pathe Freres Moving Picture Company, New York, to furnish films showing the processes of conversion of raw materials into finished steel products, including guns, armor plate, armor-piercing projectiles, etc.—*The Iron Age*.

Thirteen Consecutive Months of Advertising Gain

During March, 1912, The Chicago Record-Herald contained 2,246 columns of advertising, a gain of 185 columns over March, 1911, completing an unbroken record of advertising gains for thirteen consecutive months. The total gain of The Chicago Record-Herald in this period far exceeds the combined gains of all the other Chicago morning newspapers.

THE CHICAGO RECORD-HERALD

New York Office - 710 Times Building

Here is Something to Think About

We hear a lot of talk these days about small town trade and how to get it. Did it ever occur to you that the so called "small town magazines" occupy the same position, as far as reaching the people in the small towns is concerned, as the big magazines do to the large cities? Big magazine circulation is too scattered, there isn't enough of it in any one city to be effective. It's wasteful. The same is true of the so called "Small town magazines'" circulation. It's scattered, not enough

NORFOLK, NEBRASKA DAILY NEWS

The World's Greatest
Country Newspaper

of it in any one small town to be effective. The only effective and economical way to reach the people in the rich small towns is to advertise in the small town local papers. You not only reach the people in the small towns but also the farmers on the rural routes out of the towns. Try out a small town campaign. THE NORFOLK, NEBR., DAILY NEWS is the ideal medium in which to do it. Write for full particulars. Let us send you a sample copy, map of the territory covered and statement of circulation.

C. B. CABANISS, Adv. Mgr.

The Little Schoolmaster's Classroom

The day of greater efficiency in retail salesmanship has more than dawned. You can see the evidences on every hand. The trade papers are giving the subject a great deal of serious attention. And it is now high time for advertising men to do a little more than sit on their high perches and complain about the poor work of the people at the counter—those who come most often into contact with the customer and who, at the last, represent the advertiser. Educational work is needed—lots of it. Some good work has been done, but only here and there; the great job—and a man's job it is—lies before us. Plans, lectures and literature are needed. The proprietors and the heads of departments must be interested, and then the work carried on to the masses of employees.

One store, well known to the Schoolmaster, has half of its employees adjourn Tuesdays and Thursday mornings to an auditorium attached to the store, there to listen to helpful talks by heads of departments and others who can contribute ideas from any angle bearing on sales efficiency. This is but one of many significant examples. Too long has the business world looked on advertising as the magic wand to bring success. Too long has it paid thousands to the man who could write advertising that interested and drew people and then left the closing of sales to low-waged and comparatively untrained people. "Sales Efficiency" is the new motto on the wall, and the coming days will see greater co-operation between advertising and selling forces.

* * *

The progressive retailer is a source of inspiration; advertising men do well to keep in touch with him. In a recent noon-day chat, a successful jeweler gave

the Schoolmaster some exceedingly interesting accounts of his efforts to build up sales efficiency. Said he: "We find it good business to offer high-priced goods and then work down, if necessary. Almost always a man is complimented by your offering him a better article than the one he came in to buy. Only the other day a man came to the rear of the store and said he wanted to compliment me on our salesmanship. He said that in a store across the way a jeweler offered a twenty-five dollar watch and when he appeared to be interested in something a little better the salesman actually argued at length that a twenty-five dollar watch was as good as a seventy-five dollar one. He came over to us, and the first thing we showed him was an eighty-five dollar watch, which he not only bought but was actually pleased to buy."

"I am not loose or too easy in my business methods, but I am democratic and friendly with all my boys, and I command their best efforts. When it is necessary to criticize, I try to do it in the most polite way. The result is I believe I have the most loyal service from my people that they are capable of giving.

"I pay a small commission on sales in addition to salary. The average is not more than two and one-half per cent and yet last holiday season some of my salesmen received commission checks three times as large as their regular salaries. This shows what the commission system and the general policy of offering the better goods will do."

And then this jeweler went on to describe the efforts he was making to improve lunch-hour service. So many people do their shopping at noon and yet in many stores that is the hour at which many of the salesmen are out or impatient to get out. He

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believed, and no doubt he is right, that much business is lost because of the less efficient service at the noon hour.

* * *

Great is mail and telephone service, but sometimes it is poor business to make use of these aids. The shrewd agency man comes along with his copy, so as to be able to explain and defend. He does not give some incompetent critic a chance to knock out a good copy idea with his little two cents' worth of criticism. One agency representative whose methods are well known to the Schoolmaster never submits copy for general magazine advertisements until he has the entire thing worked out and can submit proof on first-class paper.

* * *

Competition has some interesting sides. The sixty-five-dollar electric vacuum cleaner comes out and apparently does well, but unintentionally it creates an excellent market for the thirty-dollar machine among those who want vacuum cleaners but do not feel that they can pay the higher price. Then the thirty-dollar machine makes a market for an even cheaper cleaner. If a comprehensive review could be made up, showing just what comforts and conveniences advertising and salesmanship have added to modern life, it would probably astonish some of the economists who are continually deploring the "wastes" of competition and of advertising.

* * *

Watch out for the little incidents that make good texts for advertisements. They happen around every place of business, and they have a news value that the more assertive kind of advertisements lack. For example, here is the way an incident was used by an aggressive bank in a street-car card:-

NO JOB HERE FOR HIM

A valued customer of ours used to do business with another bank. One day he asked a bookkeeper to help him straighten out a mistake. Assistance was declined. Result—we gained a new customer.

We gracefully acknowledge the right

**Packages
wrapped
for 1 cent
per 100**

**Wrapped
moisture proof
dust proof
and germ proof**

For particulars regarding
the automatic machine which
does the work of 20 human
operators write

Thos. F. Condon & Co.
Bush Terminal
Brooklyn New York

*"Confidence in anything is not
created in a night—it grows."*

The growth of the Pittsburgh merchants' confidence in THE POST is best demonstrated by its gain in local advertising for the first three months of 1912:

**110,012 Agate Lines
The Pittsburgh Post**

THE JOHN BUDD COMPANY
Special Representatives,
New York—Chicago—
St. Louis.

Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN, NEB.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

HEAVY FLOUR INCREASE IN JANESVILLE

For the last six months, L. Christian & Sons, manufacturers of Matchless Patent Flour, have carried a consistent line of advertising in The Janesville, Wisconsin, Daily Gazette and The Janesville Wholesale Grocery Co., local distributors, without solicitation, report a heavy and constant increase in the sales of that commodity. No other stimulant has been used in this field during this time than "The Gazette."

Any line of goods can be placed in the same successful position through the use of "The Gazette." Particularly is this so of any food article. Let us send you a full page of grocers' announcements, the most unique line of advertising carried by any newspaper in the United States.

DAILY GAZETTE, JANESVILLE, WIS.

Eastern Representative, M. C. WATSON,
Flatiron Building, New York City, N. Y.

Western Representative, A. W. ALLEN
1502 Tribune Building Chicago, Illinois

How much do you spend a year for

EXPORT ADVERTISING

The AMERICAN EXPORTER will give you publicity covering the biggest buyers in territories aggregating eight times the size of the United States, and will bring you bigger results per dollar than do the best domestic publications.

For particulars write

AMERICAN EXPORTER

135 WILLIAM ST. - NEW YORK

"The Strongest Single Power in Export Trade"

Edw-Edz

Celluloid

Use these Guides Tipped with Celluloid

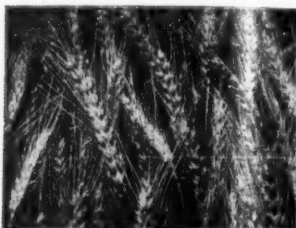
Don't crack, curl, fray or require additional filing space. Always clean. Don't show finger-marks. All colors—plain or printed as desired. Only Tip in one piece. All sizes. Write for Samples.

STANDARD INDEX CARD CO., 701-709 Arch St., Philadelphia

of every bank to do its business the way it sees fit, but there is no job here for any one who is not glad to render every possible courtesy to every customer.

TRADERS' NATIONAL BANK

The Wheatena advertisement here reproduced is, in several respects, an excellent example of cereal-food copy. That wheat illustration is strong; it not only draws attention but has good suggestive value. The argument about hard winter wheat being used and the point that a package makes a dozen appetizing meals show up well in contrast



Wheat—The Food of the Nation

Wheatena

is made from just such selected Hard Winter Wheat as the picture shows. Wheatena Stands First for Quality and Goodness and is used by those who appreciate and want the Best in Cereal Foods. It is not a costly food, but from one package twelve pounds of the most appetizing and staying meals can be served.

Order a package of your grocer to-day. The proof of the pudding is in the eating. Write for a complimentary copy of our Wheatena Recipe Book.

The Wheatena Company, Wheatonville, Rahway, New Jersey

GOOD ATTENTION AND SUGGESTIVE VALUE

with some of the numerous will-o'-the-wisp breakfast-food advertisements. The Schoolmaster would like to see a coupon added to this advertisement to draw requests for the recipe book, and thinks it would help, too, to show the package. It seems very important to fix the package in the mind of the reader.

Arthur F. Williams has resigned his position with the Phelps Publishing Company, Springfield office, to accept the position of advertising manager of the Intermountain Farmer, Boise, Idaho. Mr. Williams started West the first week in April, stopping off in Chicago several days to confer with Rodenbaugh & Morris, special representatives of the Farmer.

Classified Advertisements

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleaning the stencil immediately after the imprint is made. We also call attention to our new flat pattern typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

In Cuba and the West Indies

THE Beers Advertising Agency

is the one to consult

THEY ARE ON THE SPOT
YOU know what that means!

37 Cuba Street, Altos (Upstairs) Havana, Cuba
CHAS. H. FULLER Co., Chicago, Ill., Corr.

ADVERTISING MEDIA

THE GREENSBORO, N. C., DAILY NEWS, is the only North Carolina paper sold on trains, giving the *News* the lead over all other papers.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for over 25 years the coal trades' leading journal. Write for rates.

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

THE GREENSBORO, N. C., NEWS, is now issued every day in the week. The Full Associated Press, Mutt and Jeff, and the New York American comics in colors are making the *News* the greatest newspaper North Carolina has ever had. Circulation, nearly 8,000.

ADVERTISING NOVELTIES

FREE SAMPLES celluloid and metal specialties that ad men for brokers, insurance companies, banks, real estate concerns can use to good advantage and profit. **BASTIAN BROS., Rochester, N. Y.**

BILLPOSTING

8¢ Posts R.I.

Listed and Guaranteed Showing Good Locations Mostly individual boards. Write for open dates. Standish Adv. Agency. Providence R.I.

BUSINESS OPPORTUNITIES.

BUSINESS LETTERS framed along attractively pertinent lines. **FRANCIS I. MAULE, 401 Sanson Street, Philadelphia, Pa.**

COIN CARDS

Coin Card Bill Heads specially adapted to the needs of your credit department. Hundreds of newspapers and mercantile concerns are now using them to collect small accounts. Made of coated stock with patented apertures for any combination of coins. Write for price-list and samples. Neatest and safest card made. **THE WINTHROP PRESS, Dep't. C. C., 60 Murray St., New York, N. Y.**

ENGRAVING

PERFECT copper half-tones, 1 col., \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.**

FOR EXCHANGE

WILL TRADE A NEW STANDARD VISIBLE TYPEWRITER with all modern improvements for 1000 shares Hubbard-Elliott or Pioneer Consolidated. Address Box 33, St. Augustine, Fla.

HELP WANTED

WANTED BY LARGE MANUFACTURER, live, wide awake young man with knowledge of advertising and the mail order business. State age and experience. Box R-4, care of Printers' Ink.

WANTED: Young man to take position as assistant advertising manager, selling ability required, knowledge of ad writing not a necessity. Give references, salary, experience, first letter. **TIMES-REPUBLICAN, Marshalltown, Iowa.**

SOLICITOR, about 25, wanted at once for college publication on commission basis. Must know New York trade thoroughly. Rush job. Write, stating qualifications, to A. K. **READING, Harvard, Cambridge, Mass.**

SPECIAL Representative wanted to solicit advertising for the far-famed Whitaker's Almanack in Chicago, Detroit and San Francisco, on commission basis. Write to 225 Fifth Avenue, New York City.

MANAGER

We want local managers in every City and Town in the United States and Canada to solicit and handle the details of our business. Write for particulars. **SAMUEL E. RAMSEYER CO., 47 West 34th Street, N. Y. C.**

Salesman Wanted

Exceptional opportunity for grocery special y salesman. Must have unusual ability, good record and references. \$75.00 weekly. No attention to replies except from responsible parties giving full information, showing you are a proven top notcher. "64," care of Printers' Ink.

WANTED MAN FOR ADVERTISING DEPARTMENT

capable of handling details and writing strong copies (confidential). Address Dent "1," **HENRY SONNEBORN & CO., makers of STYLEPLUS CLOTHES, Baltimore, Md.**

Capable Space Buyer Wanted

Experienced space buyer newspapers, magazines, trade journals, billboards, street cars. Capable to take charge of department in well known advertising agency and handle all dealings with advertising mediums. Correspondence confidential. State age, positions held, etc. "S. B.," care of Printers' Ink.

WANTED—Young man who has had some experience in display or classified advertising to solicit subscriptions, small ads, etc., for large trade paper of national circulation. Excellent opportunity for ambitious man, willing to start at the bottom and demonstrate his worth. Salary and commission. Eastern territory. Give age, experience, references, salary wanted, etc. Box 99, care Printers' Ink.

Farm Paper Solicitor Wanted

Man with experience among agricultural advertisers wanted for Chicago office of special agency. Good salary and excellent opportunity for advancement to right man. Only those with successful farm paper experience need apply. Address, giving age, experience and references, Box "K. Z.," care Printers' Ink, New York City.

MAILING LISTS

PACIFIC COAST, Addressing, Multigraphing, Printing, Mailing, Guaranteed Service, Largest and only skilled organization on Coast. Write for catalog. **Rodgers Addressing Bureau**, 35 Montgomery St., San Francisco Cal.

POSITIONS WANTED

PART TIME TRADE PAPER COPY MAN

Crackerjack on trade paper copy desires few extra half pages a week. \$5 each. Past work proof of ability. Box 667, care of Printers' Ink.

YOUNG MAN (25), artist, desires position in advertising dept. or engraving house; handles air brush or pen. Also printing and photography. Samples of work furnished. Salary \$75. Address "X. V. E.," care Printers' Ink.

I WILL MAKE GOOD

Want position as assistant advertising manager. Experienced. Executive ability. Convincing copy writer; familiar with various types; good on layouts. Understand printing, engraving, paper, etc. Age 24. Married. Write "H. E.," care Printers' Ink.

Plan-Man and Copy Writer

—now chief of agency copy-staff—seeks position in East. Ready July 1st or before. 15 years' experience as agency-man and advertising manager. Letter gives full details of experience, with photo. Address "PLAN-MAN," 359 Farwell Ave., Milwaukee, Wis.

Capable Assistant

desires to connect with an advertising manager of ability. Can write copy that will "pull." Good correspondent. Have 12 years' business experience, and a good general knowledge of running campaigns. Understand printing, making up catalogues, etc., and have a thorough knowledge of paper stock. Am a hustler. "B. L. W.," care of Printers' Ink.

Mail Order Man

of executive ability and business judgment, ten years of practical experience, well versed in merchandise, thoroughly experienced in compiling catalogues, preparing advertisements, handling correspondence and all the details of mail order business, desires connection with growing firm, where such services can be utilized to advantage. S. E., care of Printers' Ink.

ADVERTISING MAN, now engaged, with wide and varied experience that extends beyond the mere preparation of copy, open to change. Ten years' successful promoting of manufacturing concerns in machinery, tools, supplies and other iron and steel products. Able copy writer, successful manager, experienced salesmanager. High grade man who makes good. "Manufacturing," Printers' Ink.

I WANT to meet newspaper publisher in live city of 20,000 or upward who needs capable editorial manager. Thoroughly experienced in various branches of publishing with a successful record of ten years' work.

Now connected with national publication, but do not like living in big cities and wish to make permanent home in small city possessing superior business advantages.

Opportunity sought that offers possibility of acquiring interest in business and good future prospects.

I am under 30, ambitious, aggressive, have ideas and originality. Can furnish proofs of exceptional capability for rejuvenating daily newspaper that needs it. Address "NEWSPAPER," care Printers' Ink, 1100 Boyce Bldg., Chicago.

Do You Need a Ten Thousand Dollar Man?

A most successful executive, age 29, now head of the most successful manufacturing concern of its kind in the world, widely experienced in reorganizing old and upbuilding new businesses, must change location for family reasons. Present salary \$10,000. Will change for \$7,500 if outlook is big. "M. C.," c/o Printers' Ink.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms, 334 Fifth Ave., New York City.

Southwest Press Clipping Bureau, Topeka, Kan. Established ten years. Covers Kans., Mo., Okla., Tex. and Ark. Population of our field, over 12,000,000.

ROMEIKE'S PRESS CLIPPING BUREAU, 105-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PUBLISHING BUSINESS OPPORTUNITIES

SEE HARRIS-DIBBLE CO. for PUBLISHING BUSINESS OPPORTUNITIES. Phone 4393 Gramercy, 46 W. 24th St., New York.

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of any

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New Ha
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New Lor
1,992; 1911

Norwalk
1911, 3,640

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Washing
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ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, Ledger, dy. Average for 1911, 36,377. Best advertising medium in Alabama.

Montgomery, Advertiser, net av. year 1911, Dy 17,669; Sun., 22,236. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

CALIFORNIA

San Francisco Examiner
Net paid circulation for 12 months ending Dec. 31, 1911: Average, Daily and Sunday, net paid circulation 108,123; distribution, 109,758. Average, Daily only, net paid, 97,827; average distribution, 99,394. Average, Sunday only, net paid, 179,817; average distribution, 181,816. The absolute correctness of these figures is guaranteed by Printers' Ink Publishing Co., who will pay \$100 to the first person who will successfully controvert the accuracy of these figures. The *Examiner* is the ONLY newspaper in San Francisco with the Printers' Ink Guarantee Star. The circulation of the *Examiner* is greater than that of other morning papers of San Francisco COMBINED; is by far the greatest on the Pacific Coast, and is largest of any morning or evening newspaper in America selling for more than one cent.

ILLINOIS

Chicago Examiner, average 1911, Sunday 641,623, Daily 216,696, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The *Sunday Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the *Chicago Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Champaign, News. Leading paper in field. (Champaign-Urbana.) Average year 1911, 5,327.

Joliet, Herald, evening and Sunday morning. Aver. year ending Dec. 31, 1911, 9,114.

Peoria, Evening Star. Circulation for 1911, 21,140.

INDIANA

South Bend, Tribune. Sworn average Feb., 1912, 13,142. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye. Average 1911, daily, 9,426; Sunday, 10,381. "All paid in advance."

Des Moines, Register & Leader (av. '11), 38,263. *Evening Tribune*, 20,316 (same ownership). Combined circulation 55,979—365 larger than any other Iowa paper. Supreme in want ad field.

Washington, Eve. Journal. Only daily in country. 1,956 subscribers. All good people.

Waterloo, Evening Courier, 53rd year; Av. dy. year 1911, 8,139. Waterloo pop., 27,000.

KENTUCKY

Louisville, Courier-Journal. Average 1911, daily and Sunday, 28,911.

Louisville, The Times, evening daily, average for 1911 net paid 47,966.

CONNECTICUT

Meriden, Journal, evening. Actual average for 1910, 7,802; 1911, 7,892.

New Haven, Evening Register, daily. Aver. for 1911 (sworn) 19,164 daily, 2c.; Sunday, 15,108, 5c.

New Haven, Union. Largest paid circ. Av. year 1911, 17,993 daily. Paper non-returnable.

New London, Day Evening. Circulation, 1910, 4,892; 1911, 7,141. Double all other local papers.

Norwalk, Evening Hour. Average circulation 1911, 3,665. Carries half page of wants.

Waterbury, Republican. Examined by A. A. A. regularly. 1911, Daily, 7,618; Sunday, 7,689.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily average 1911, 57,797 (C.C.). Carrier delivery.

MAINE

Augusta, Kennebec Journal, daily average 1911, 9,572. Largest and best circ. in Cent. Me. **Bangor Commercial**. Average for 1911, daily 10,444.

Portland, Evening Express. Average for 1911, daily 17,623. **Sunday Telegram**, 12,013.

MARYLAND

Baltimore, News, daily. News Publishing Company. Average 1911, 79,626. For March, 1912, 80,808.

The absolute correctness of the latest circulation rating accorded the **News** is guaranteed by the **Printers' Ink Publishing Company** who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, Evening Transcript (©). Boston's tea table paper. Largest amount of week day ad.



Boston, Globe. Average circulation. Daily (2 cents a copy)

1911, 184,614—Dec. av., 187,178.

Sunday

1911, 323,147—Dec. av., 324,476.

Advertising Totals: 1911, 8,376,061 lines

Gain, 1911, 447,953 lines

3,227,821 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1911, to December 31, 1911.



Boston, Daily Post. Greatest March of the **Boston Post**. Circulation averages: **Daily Post**, 371,871, gain of 39,393 copies per day over March, 1911. **Sunday Post**, 325,403, gain of 23,022 copies per Sunday over March, 1911.

Lawrence, Telegram, evening, 1911 av. 8,406. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1909, 16,559; 1910, 16,563; 1911, 16,581. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, Evening News. Actual daily average for 1911, 18,871.

Worcester, Gazette, evening. Av. Jan. to Dec., '11, 19,031. The "Home" paper. Largest ev'g circ.

MICHIGAN

Detroit, Michigan Farmer. Michigan's only farm weekly. Guaranteed circulation 80,000.

Jackson, Patriot. Aver. year, 1911, daily 10,568; Sunday, 11,313. Greatest circulation.

MINNESOTA

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1911, 21,887.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for year ending Dec., 31, 1911, 163,728.

The absolute accuracy of **Farm, Stock & Home's** circulating rating is guaranteed by the **Printers' Ink Publishing Company**. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most probably.



Minneapolis, Journal. Every evening and Sunday (©). In 1911 average daily circulation, evening, 78,119. In 1911 average Sunday circulation, 82,203. Daily average circulation for March, 1912, evening only, 79,983. Average Sunday circulation for March, 1912, 84,405.

CIRCULATION **Minneapolis, Tribune**, W. J. Murphy, publisher. Established 1857. Oldest Minneapolis daily. Average circulation of daily **Tribune** for year ended Dec. 31, 1911, 98,586. Average circulation of Sunday **Tribune** for same period, 117,904. Average net paid circulation for 1911, daily **Tribune**, 92,094; Sunday **Tribune**, 109,313.



MISSOURI

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1911, 123,829

NEW JERSEY

Camden, Daily Courier, covers Southern New Jersey. 9,958 average year 1911.

Camden, Post-Telegram. 10,415 daily average 1911. Camden's oldest daily.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. 1c—'07, 20,370; '08, 21,336; 2c—'09, 19,062; '10, 19,235; '11, 20,115.

NEW YORK

Albany, Evening Journal. Daily average for 1911, 18,361. It's the leading paper.



The Brooklyn Standard Union, **Printers' Ink** says, "now has the largest circulation in Brooklyn". Daily average for 1911, 61,119.

Buffalo, Courier, morn. Ave., 1911, Sunday, 97,764; daily, 50,268; **Enquirer**, evening, 33,591.

Buffalo, Evening News. Daily average 1911, 94,724.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1911, 8,237.

NEW YORK CITY

The Globe. Largest high-class evening circulation. Counts only cash sales. Net cash daily average, Sept. 1, 1911, to Jan. 1, 1912, 130,670. A. A. A. and N. W. Ayer & Son certificates.

Schenectady, Gazette, daily. A. N. Lietz. Actual Average for 1911, 20,517. Benjamin & Kentnor, 235 Fifth Ave., New York; Boyce Building, Chicago.

Troy, Record. Av. circulation 1911, (A. M., 8,822; P. M., 18,736) 24,057. Only paper in city which has permitted A. A. A. examination, and made public thereof

Utica, National Electrical Contractor, mo Average for 1911, 3,428.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1911: Daily, 95,139; Sunday, 125,191. For March, 1912, 99,344 daily; Sunday, 131,013.

Youngstown, *Vindicator*. D'y av., '11, 16,422; LaCoste & Maxwell, N. Y. & Chicago.

PENNSYLVANIA

Erie, *Times*, daily. 21,186 average, March, 1912. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

Philadelphia, *The Press* (©©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Jan., 1912, 18,863; the Sunday *Press*, 174,272.

Washington, *Reporter and Observer*, circulation average 1911, 12,823.

West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1911, 12,849. In its 40th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, evening, 18,601 net, sworn. A. A. A. examination.

York, *Dispatch and Daily*. Average for 1911, 18,827. (A. A. A. certificate.)

RHODE ISLAND

Pawtucket *Evening Times*. Average circulation for 1911, 20,297—sworn.

Providence, *Daily Journal*. Average for 1911, 23,057 (©©). Sunday, 32,855 (©©). *Evening Bulletin*, 50,486 average 1911.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1911, 5,445.

VERMONT

Barre, *Times*, daily. Only paper in city. Av. 1911, 5,784. Examined by A.A.A.

Burlington, *Free Press*. Examined by A.A.A. 1,956 net. Largest city and state.

VIRGINIA

Danville, *The Bee* (eve.). Aver. March, 1912, 5,448. *The Register* (morn.), av. March, '12, 3,206.

WASHINGTON

Seattle, *The Seattle Times* (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1911 cir. of 84,008 daily, 83,746 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. *The Times* in 1911 beat its nearest competitor by over two million lines in advertising carried.

Tacoma, *Ledger*. Average year 1911, daily, 19,001. Sunday, 27,285.

Tacoma, *News*. Average for year 1911, 19,210.

WISCONSIN

Fond Du Lac, *Daily Commonwealth*. Average year 1911, 3,971. Established over 40 years ago.

Janesville, *Gazette*. Daily average, March, 1912, daily 6,013; semi-weekly, 1,705.

Madison, *State Journal*, daily. Actual average circulation for year 1911, 7,917.

Milwaukee, *The Evening Wisconsin*, daily. Average daily circulation for year 1911, 44,766, an increase of over 3,000 daily average over 1910. *The Evening Wisconsin's* circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas H Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York. Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago.

Milwaukee, *The Milwaukee Journal* (eve.) Daily Av. circ. for 12 mos. 1911, 45,446. City circulation larger than the total circulation of any other Milwaukee daily. The *Journal* leads all Milwaukee papers in amount of advertising carried. Advertising rate 7c. per line flat. C. D. Bertolet, Mgr. Foreign, Boyce Bldg., Chicago; J. F. Antisdell, 366 Fifth Ave., N. Y. City.

Racine, (Wis.) *Journal-News*. *Journal* purchased *News* Jan. 8, 1912. December circulation, *Journal*, 5,726. Combined issue now 7,565. Unqualified largest, proven, sworn and detailed list in city and county.

MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Average for 1911, daily, 84,419; daily Feb., 1912, 87,937; weekly 1911, 27,640; Feb., 1912, 38,261.

Winnipeg, *Der Nordwesten*. Canada's National German weekly. Av. 1911, 22,025. Rates 55c. in.

ONTARIO, CAN.

Port William, farthest West city in Ontario. *Times Journal*, daily average, 1911, 3,625.

QUEBEC, CAN.

Montreal, *La Presse*. Daily average for year 1911, 104,197. Largest in Canada.

Montreal, *La Patrie*. Ave. year 1911, 46,952 daily; 85,897 weekly. Highest quality circulation

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

CONNECTICUT

NEW HAVEN Register. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (☉☉), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

THE Chicago Examiner with its 541,623 Sunday circulation and 216,698 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

INDIANA

THE Indianapolis Star, Indianapolis, Ind., is the leading "WantAd" Medium of the State. Rate 1 cent per word. Sunday circulation over 3 times that of any other Sunday paper published in the State.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston Globe, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,723 over 1910, and 340,586 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATIN



by Printers' Ink Pub. Co.

THE Minneapolis Tribune is the Leading want ad medium of the great Northwest carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Dec., '11, amounted to 183,557 lines. The number of individual advertisements published was 26,573. Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



THE Minneapolis Journal, every Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Cash order one cent a word, minimum, 20 cents.



MISSOURI

THE Joplin Globe carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(◎◎) Gold Mark Papers (◎◎)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

ALABAMA

The Mobile Register (◎◎). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The Evening and Sunday Star. Daily average, 11,57,613. (◎◎). Delivered to nearly every home.

ILLINOIS

Bakers' Helper (◎◎). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The Inland Printer, Chicago (◎◎). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville Courier-Journal (◎◎). Best paper in city; read by best people.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston Evening Transcript (◎◎), established 1830. The only gold mark daily in Boston. Worcester L'Opinion Publique (◎◎). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (◎◎). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn Eagle (◎◎) is THE advertising medium of Brooklyn.

Century Magazine (◎◎). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (◎◎), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (◎◎). Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING CO.

Electrical World (◎◎) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. MCGRAW PUBLISHING CO.

Engineering News (◎◎). Established 1874. The leading civil engineering paper in the world. Av. circulation over 19,000 weekly.

Engineering Record (◎◎). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 18,000 and over weekly. MCGRAW PUBLISHING CO.

Hardware Dealers' Magazine (◎◎). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 223 Broadway, New York City.

New York Herald (◎◎). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (◎◎). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

Scientific American (◎◎) has the largest circulation of any technical paper in the world.

The New York Times (◎◎) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The Press (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Jan., 1912, sworn net average, Daily, 86,663; Sunday, 174,272.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (◎◎), only morning paper among 600,000 people.

TENNESSEE.

The Memphis Commercial-Appeal (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WASHINGTON

The Seattle Times (◎◎) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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A study in the "human interest" side of Outdoor Advertising.

This Painted Display Advertisement is accomplishing its purpose—appealing to the lovers of home and family, and is rapidly increasing the advertiser's business.

No matter what class you would reach and appeal to—no matter what state, city or portion of the city you wish to create a demand in or protect a demand already created—Painted Display Advertising can be adapted equally as well to your particular needs.

Ask for our book "Outdoor Advertising—Facts, Cost, Value."

Thos. Cusack Company

CHICAGO

Clearing House

NEW YORK

Painted Display Advertising Association.

Influence Means Advertising Value

The most influential newspaper in Canada to-day is LA PRESSE, the great French-Canadian daily—the paper with the largest daily circulation in the Dominion, and the only daily paper in Canada exceeding 100,000 circulation. (Daily average for the year 1911, 104,197.)

LA PRESSE is the national paper of the French-speaking people of Canada, who number about 2,220,000. It is essentially a home paper and its tremendous popularity is due to its policy of working entirely for the people and the good of the country in general.

LA PRESS is always one of the first to take up any popular reform, and, thanks to its advanced ideas, the French-Canadians to-day are among the most prosperous and broad-minded of the Dominion's citizens.

In politics LA PRESSE is independent and is read by all the French members of Parliament irrespective of party, as well as by Bankers, Doctors, Lawyers, Wholesale and Retail Merchants, Business Men and the great masses of the French-Canadians. LA PRESSE reaches all the people, while other French papers merely duplicate some of its circulation.

One example of LA PRESSE'S influence over its readers is the recent Good Roads Campaign, which resulted in the Provincial Government voting ten million dollars for road improvement throughout the province.

It is LA PRESSE'S wonderful influence that makes it such a valuable advertising medium. Over one hundred large American advertisers are using its columns at present, with extremely gratifying results because through LA PRESSE they can reach more prospective buyers for a given amount than they can by using any other Canadian daily paper.

THE FARMERS' WEEKLY LA PRESSE has a circulation of 45,000 among the village and rural population. By using it in conjunction with the daily, you can cover French Canada thoroughly.

CIRCULATION AUDITED AND GUARANTEED BY ASSOCIATION OF AMERICAN ADVERTISERS.

LET US TELL YOU MORE: Write the head office, LA PRESSE, Montreal, Canada, or (Salaried) United States Representatives: Wm. Morton Co., Fifth Avenue Building, New York; Hartford Building, Chicago.